

POMERANTZ

SAMPLE

Strategy



Web Design & Development

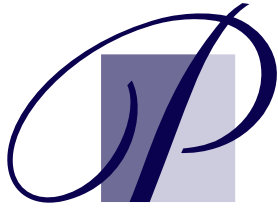


Graphic Design



Integrated Marketing





POMERANTZ

Presents a Proposal for

Sample Company

URL

Date

SAMPLE

KATHY FLOAM GREENSPAN

President & Creative Director

The Pomerantz Agency

914 Bay Ridge Road, Suite 180

Annapolis, Maryland 21403

T 410.216.9447 x106 **F** 410.216.9320

E kathy@pomagency.com **W** pomagency.com



INTRODUCTION

Thank you for the opportunity to provide an evaluation of SAMPLE COMPANY'S website. Using a range of criteria, our team of business-minded creative professionals have evaluated your website from several different vantage points including interface design, brand positioning, content effectiveness, functionality and optimization.

This document is organized into the following sections:

- Website Evaluation
- Pomerantz's Internet Marketing Approach
- Why Pomerantz?

SAMPLE

WEBSITE EVALUATION

Visual Appeal					
Criteria	Rating				
	1 (low)	2	3	4	5 (high)
• Site design is contemporary and attractive					
• Site is organized in a user-friendly manner					
• Key information is given prominence on the site and is directly accessible from the homepage					
• Multiple calls-to-action are available on all pages of the site to move visitors forward in the sales process					
• White space is sufficient; pages are not overly dense					
• Interactive graphics/Flash animation are used appropriately to enhance usability and visual appeal					
• Images are used at an appropriate size and resolution to ensure reproduction quality					
• User is able to move within the site with ease					
Key Findings:					
<p>This is where we would include specific comments and recommendations about the design of your company's website.</p>					

WEBSITE EVALUATION

Verbal Connection					
Criteria	Rating				
	1 (low)	2	3	4	5 (high)
• Content is conversational					
• Messaging is timely and accurate					
• Content addresses the pain points of the target audience (customer-focused)					
• Content is well-organized					
• Important information and tasks are given prominence					
• Appropriate internal and external links are used throughout the site and are easy to see					
• Content is optimized and relevant					
• The bulk of content is text-based rather than text in images or downloadable PDFs					
Key Findings:					
This is where we would include specific comments and recommendations about your website's content.					

WEBSITE EVALUATION

Accessibility and Optimization					
Criteria	Rating				
	1 (low)	2	3	4	5 (high)
<ul style="list-style-type: none"> • Site uses validated XHTML and CSS rather than table-based layouts • Each page of the site has a unique, relevant, keyword-rich page title and meta tags • Images on the site have proper alt tags • Navigation is indexable text • XML site map file exists and has been submitted to search engines for accurate indexing • HTML site map exists and is accessible to users • 404 error pages are "human-friendly" • Site uses analytics application(s) to track visitor activity on all pages • Site content uses a mix of descriptive, long-tail keywords and generic, high-volume keywords 					
Key Findings:					
<p>This is where we would include specific comments and recommendations about some of the technical aspects of your website.</p>					

WEBSITE EVALUATION

Assessment of Website

Ranking is based on total number of points:

25 - 45 points: poor

46 - 65 points: fair

66 - 85 points: average

86 - 105 points: good

106 - 125 points: excellent

TOTAL: XX

This is where we would rank your website based on the criteria listed in the previous pages and include comments and recommendations about your website as a whole.

SAMPLE

INTERNET MARKETING APPROACH

On the next several pages we will describe our customizable approach for updating your website.

SAMPLE

The Pomerantz Agency

914 Bay Ridge Road, Suite 180

Annapolis, Maryland 21403

T 410.216.9447 F 410.216.9320

SAMPLE

POMERANTZ

www.pomagency.com