



*"Influential Media for Marketing
and Creative Communication."*

1916 S. Ferncreek Ave.
Orlando, FL 32806
1-866-646-7826
www.RoyallMedia.com

Toronto Medical Facility Web Site Development Proposal

Royall Media Inc.

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Toronto Medical Facility, Website Design

ABOUT ROYALL MEDIA, INC.:

Royall Media, Inc. is a creative marketing and ideas agency. We custom develop initiatives for businesses that are looking to advance into new technological trends in an effort to market their business, improve sales, and increase brand exposure.

Royall Media's client list is extensive and includes companies within the Fortune 500*. Some of Royall Media's clients include: Hilton Vacation Club, Darden*, Fiserv*, The Compass Group* (Caffé Ritazza, Eurest), Holiday Inn Club Vacations, TGI Friday's, Ruth's Chris Steak House, Vines Grille & Wine Bar, Nelore Churrascaria, The Golf Channel, SunGard Public Sector, FEMA, Stetson University, Peter Kessler's "The Perfect Club", TRi-forbes, Warner Music, Universal Studios, Cirque Productions, and EMI Music Group.

GOALS FOR TORONTO MEDICAL FACILITY WEBSITE:

- Develop an captivating website which will enhance the Medical Facility's image
- Create a consistent look and feel to exemplify professionalism and credibility
- Ensure that the website is user-friendly and built to establish and maintain strong relationships with stakeholders and clients
- Help the viewers to gain a knowledge of the corporate brand and the doctors to create a personal bond with the facility
- Include particulars of treatments offered
- Provide an opportunity for clients to share their experiences through the use of blogs or testimonials
- Insure the website is searchable by the search engines and there is a plan for driving web traffic through online search engine optimization and marketing
- Implement a secondary source of online networking to have a broader out-reach

RMI METHODOLOGY:

Goal Oriented Planning and Design:

When planning the initial diagram and layout of the website, Royall Media will consider the end goals of the Medical Facility's business plan, and whether the purpose of the website is to be



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informational, generate new business/referrals, build relationships, heighten traffic, or accomplish any other task Toronto Medical Facility may desire. The end goal is important to keep in mind when laying out and designing the site. What does Toronto Medical Facility want the site to accomplish? How can we best depict that on the web? What path do we want the user to take when viewing the site? Why should they take that path? What services do we want to emphasize? What keywords are people using to search for the website? How can we improve the search for our site? – These are all planning questions which will be necessary to answer to insure a successful outcome for the website to act as an active part in Toronto Medical Facility's marketing efforts and campaign.

Creativity Makes the Site Engaging:

Rather than programming a typical website, Royall Media will strive to engage the viewer through animation and creativity when designing and programming the website. It will be important to insure information is easy to find, navigate through, and that the site is not distracting, however it is not necessary to do the same cookie cutter style website which most are used to. With some attention to detail, a little creativity, and the knowledge of programming animation on the web – we can create a more engaging experience for the end user, communicating the brand, products, services, and message for the Medical Facility and still upholding a high level of professionalism.

SEO - Search Engine Optimization:

Websites seem to be a necessity for every business these days, but if no one visits the website, then why do we have one? Search engine optimization plays a key role in insuring that targeted traffic and visitors who are potential hires and prospects visit the website. Proper coding of the site itself is *just the beginning* to a proper search engine optimization plan. In addition, a great SEO plan includes: *search engine submissions, verification, proper back-linking strategies* (there's a wrong way to link, and a right way), *landing page strategies, content distribution and syndication, and more...*

More than just the top 5 search engines which are, Google, Yahoo, MSN, AOL, and Ask, Royall Media includes over 35 other smaller search engines in it's search engine optimization strategy plan. Expected results are seen within 3-4 months timeframe within the organic listings, and overnight through pay-per-clicks. Results are tracked for the keywords, which are identified early on in the process, and improvements are made to increase traffic and the amount of places Toronto Medical Facility site will be found on the web. Please call for some client references and testimonies on our search engine optimization skills, or Google: "Orlando Advertising Agency" to see Royall Media, Inc. as the top "A" result on the Google Map listed in the main search results.

Back-End Content Management System:

Rather than constantly paying a web developer to make regular updates to the content, we will create a Back-End Content Manager specifically for your website so that the Facility is able to make these changes as needed. Changes can be made frequently and as many times as desired.



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Online Networking:

By implementing a secondary source of online networking strategies, we can reach a larger mass of people while still holding the company at a high level of professionalism. LinkedIn Networking Site is growing a rapid pace, which includes over 12 million users and 147 industries. It is a great way for a company to stay connected clients, show recommendations and list credentials. LinkedIn has a comparatively high PageRank on an array of search engines, including Google, which will increase the your visibility to the public. The more times a potential client sees your name the better. Other sites can be considered to boost "connectability" to the public. We will also add back links to and from each of these Networking Sites to instill more traffic to the central website. As well as, introduce the opportunity of message boards offered by the networking site and direct updates by Toronto Medical Facility.

Cross Platform Compatibility:

Programming languages will be utilized to program the site, which have a cross-platform compatibility rate of 99.5%. The site will be compatible with Macs and PCs, across multiple browsers including Safari, Internet Explorer, Mozilla's Firefox, Netscape, Google's browser, and others.

OVERALL SCOPE:

Consulting:

- Define the Goals and Outcomes for the Website
- "Mind Map" and Develop the Plan for the Website Including all it's Sections and Pages
- Define the Project Timeline in Detail
- Identify the Targeted Keywords Needed for Proper Search Engine Optimization

Development:

- Design Page Layouts for Visual and Conceptual Approval
- Refine Final Copy (Keywords considered) and Image Selections for the Site
- Animate and Program the Website in It's Entirety
- Review the Code, Image Names, Directory Structure, Copy, Title, and Meta Tags for Keywords and Adjust where Necessary
- Develop a back-end content management system for regular updates

Testing and Implementation:

- Test Thoroughly The Site in a Real World Test Environment on Multiple Platforms
- Make Adjustments Based On the Testing Discoveries
- Launch the Site



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SEO - Search Engine Optimization:

- Perform an Analysis of all Other Major Websites in Competition with Toronto Medical Facility for the Specified Keywords
- Prepare a Proper Plan for Implementing SEO Strategies Based on Research
- Prepare a Site Map for Submission to Search Engines
- Submit to All Major Search Engines, and Over 35 Smaller yet Significant Search Engines

TIMELINE:

Week One

- Consulting

2-3 Months

- Develop and Program Website

Month 4 (Exact date TBD)

- Test, Implement, and Launch Site

3-4 Months after launch

- Develop SEO Plan and Implementation

BUDGET:

Summary

Mind Mapping / Consulting / Planning	\$ 1,500.00
Travel to Location to Meet with Client	\$ 1,000.00
Graphic Design / Site Layouts	\$ 4,500.00
Programming / Development	\$ 7,500.00
Back-End CMS Development	\$ 3,500.00
Search Engine Optimization Strategy / Planning	\$ 1,500.00
Search Engine Optimization	\$ 4,000.00
(3-4 months after site is launched continue at 10 hours monthly)	-----
Total Budget	\$ 23,500.00



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PROJECT MANAGEMENT:

Our agency principal is involved in every project. The Account Executive oversees the account while the Creative Director works with each client directly to make sure everything is perfect. A time management system, Function Fox, tracks all tasks such as deadlines, hours for employees, and action items day by day.

You can call and/or e-mail us 24 hours a day. You will be provided with the Agency Principal's and Account Executive's direct cell phone number. Testing implementation entails spending the last few days of the project running the site through numerous browsers to ensure quality throughout.

HOSTING:

Our hosting partner provides 99.9% uptime guarantee. There is unlimited storage space and unlimited email accounts on our server. If you wish to add this option it is free for the first year of hosting. The following year would be \$29.99 a month for the unlimited package. This proposal is not mandatory on the client's decision to host with us. If the client decides to investigate further into hosting with Royall Media, feel free to contact Will Royal, Agency Principal, at Will@RoyallMedia.com.

RELEVANT EXPERIENCE:

Medical Site we Manage:

Local Concierge Medical Practice

<http://orlandoexecutivehealth.com/>

Other Sites We've Designed:

Wine Company

www.boyanciwine.com/

Hilton's newest timeshare property in New York City

<http://west57street.com/>

CONCLUSION:



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We are excited to build our relationship with the Toronto Medical Facility. You can be sure that a quality website will amplify the Medical Facility's image and will enhance relationships between the facility and its stakeholders and clients.

Everyone here at RMI appreciates the opportunity to work with you on a continuous basis and is looking forward to a very successful project.

Sincerely,

A handwritten signature in cursive script that reads "Tamra J. Mueller".

Tamra Mueller

Account Executive / Royall Media, Inc.

Cell: 314-803-8263

Email: tmueller@royallmedia.com