

# Proposal for El Dorado County New Website by Glogou Inc.



Nov 06, 2013

**Glogou Inc.**  
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# Glogou: Focus & Strengths



1. Fast growing digital marketing company, headquartered in Silicon Valley.
2. Innovative Technologies
3. Digital, Social, and Mobile Marketing
4. The founding team members are Stanford University Alumni.

***Innovations for More Effective Digital Marketing***

# Featured Customers



UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

# Glogou Inc. has been featured on the following media

**San Jose Mercury News**

\$1.00  
EVENING EDITION CALIFORNIA DAILY NEWS

MERCURYNEWS.COM

SILICON VALLEY / SAN JOSE  
**Business**  
JOURNAL

**TechCrunch**

About Contact Company Index Advertis

**VentureBeat**

INTERPRETING INNOVATION

**search engine land.**

**website**  
MAGAZINE  
THE MAGAZINE FOR WEBSITE SUCCESS  
WEBSITMAGAZINE.COM



# Glogou: SoLoMo Solutions for Destination Marketing

Bloomberg Businessweek

Global Economics | Companies & Industries | Politics & Policy | Technology | Markets & Finance | Innovation & Design

BEST PRODUCT  
Ranked number one in the nation for cancer care.

Markets Overview | World Markets | Market News

Markets: 07/17/2013 4:00 AM ET

Glogou Inc. Announces SoLoMo Solutions for Destination Marketing

July 18, 2013. Source: Bloomberg Businessweek

YAHOO! Finance

HOME | INVESTING | NEWS | PERSONAL FINANCE | MY PORTFOLIO

MARKETS | INVESTING IDEAS | SPECIAL EDITIONS | COMPANY FINANCES | RSS FEEDS

Enter Symbol | Look Up

Scottrade  
\$0 Annual Fees

Ametrade  
OPEN

Glogou Inc. Announces SoLoMo Solutions for Destination Marketing

Social Location Mobile Solutions Adapt Travel Websites for Mobile Devices and Social Media

July 17, 2013. Source: Yahoo finance

Market Watch  
THE WALL STREET JOURNAL

Latest News

6:00p Microsoft to meet with analysts in late September  
5:50p Google profit rises, but results fall short  
6:50p The Next 24: GE, Google, Microsoft  
6:47p Intuitive Surgical's slide continues on earnings, warning

New York: 15,548.54 +0.50%  
London: Closed  
Tokyo: Closed

DOW: +78.02 | NASDAQ: +1.28  
S&P 500: +8.46

Home | News Viewer | Markets | Investing | Trading Desk | Personal Finance | Retirement | Economy

PRESS RELEASE  
July 17, 2013, 4:00 a.m. EDT

Glogou Inc. Announces SoLoMo Solutions for Destination Marketing

Social Location Mobile Solutions Adapt Travel Websites for Mobile Devices and Social Media

July 17, 2013. Source: Market Watch

Outlook | More | Bing

Home | US | World | Politics | Business | Sports | Entertainment

Press Release on NBCNEWS.com

Glogou Inc. Announces SoLoMo Solutions for Destination Marketing

Social Location Mobile Solutions Adapt Travel Websites for Mobile Devices and Social Media

July 17, 2013. Source: NBCnews

“Services like Glogou can help incumbents gain more ads and more revenue” said Benjamin Edelman, associate professor of business at Harvard Business School. 5/17/2013

# Our Experience of El Dorado County



- Recreations
- Real Estate
- Business
- And many more

# Selected Customer: CapitalRegionUSA.org

WASHINGTON, DC  
MARYLAND  
VIRGINIA  
CAPITAL REGION USA



VIEW HOLIDAY  
GUIDE >

SIGN UP FOR E-  
NEWSLETTERS >



Find like to explore...



EXPLORE THE REGION > TRIP IDEAS > EVENTS > DEALS > ACCOMMODATIONS > TRAVEL PLANNING >

## Washington, DC

Washington, DC is an international crossroads packed with historic monuments, captivating museums, eclectic restaurants and diverse neighborhoods.



Diverse and beautiful Washington, DC

Washington, DC is home to iconic monuments, fascinating museums and so much more. From the dramatic Greek architecture of the rock-solid buildings to the mix of international cultures, you never forget you're in the powerhouse of the USA. But there's lighter fun to be had - lively neighborhoods, sprawling parks, award-winning dining and fabulous shopping await.



**Destination marketing  
Website for Virginia,  
Maryland and DC.**

## Main features

1. CMS
2. Mobile friendly website
3. Interactive map
4. Multi-language support
5. Attract domestic visitors and international visitors



# Our Approaches for New Website

- 1. Carefully **listen** to requirements and feedback from El Dorado County (CEDAC)
- 2. Maintain daily or weekly **communication** with El Dorado County (CEDAC)
- 3. **Leverage** websites, mobile websites and mobile apps we have developed for other customers.
  - ❖ to reduce cost
  - ❖ to shorten development time
  - ❖ to get high quality products
- 4. Using future-proof technologies
- 5. Very competitive price



Listen



Communication

Leverage.





# Prototype Websites We Created for El-Dorado

## Three Desktop Version Websites

- [www.el-dorado-ca.com/demo1](http://www.el-dorado-ca.com/demo1)
- [www.el-dorado-ca.com/demo2](http://www.el-dorado-ca.com/demo2)
- [www.el-dorado-ca.com/demo3](http://www.el-dorado-ca.com/demo3)



We invite you to explore the County of El Dorado.



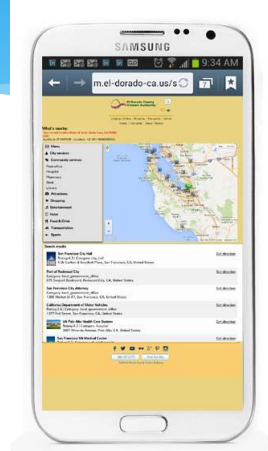
## One Mobile Website

- [m.el-dorado-ca.us](http://m.el-dorado-ca.us) or [www.el-dorado-ca.us](http://www.el-dorado-ca.us)

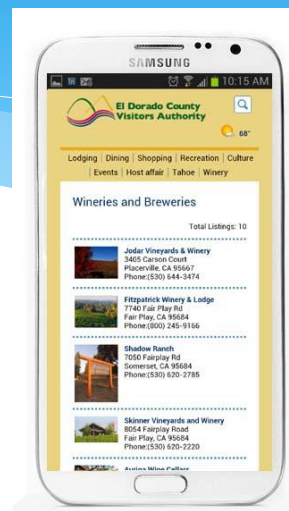
# Mobile Website m.el-dorado-ca.us



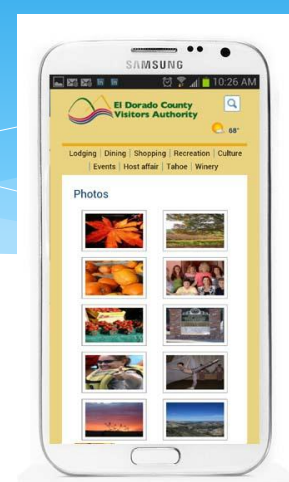
Mobile Home Page



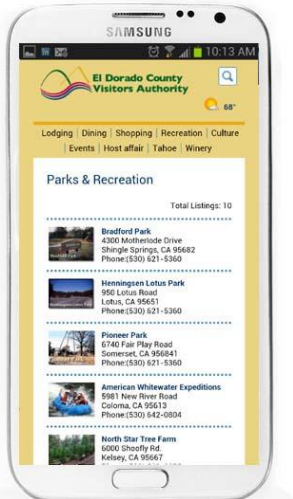
What's Nearby



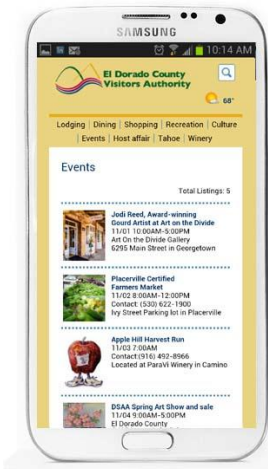
Wineries



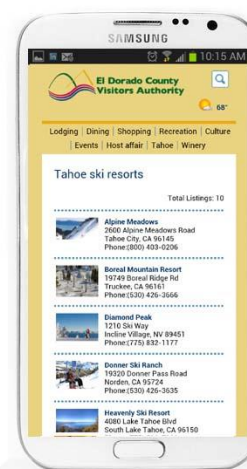
Gallery



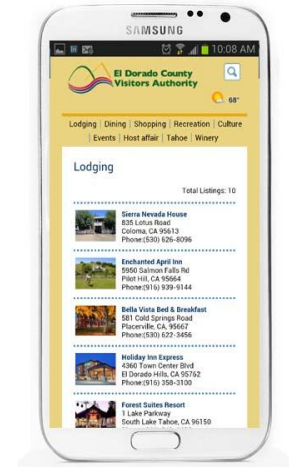
Recreations



Events



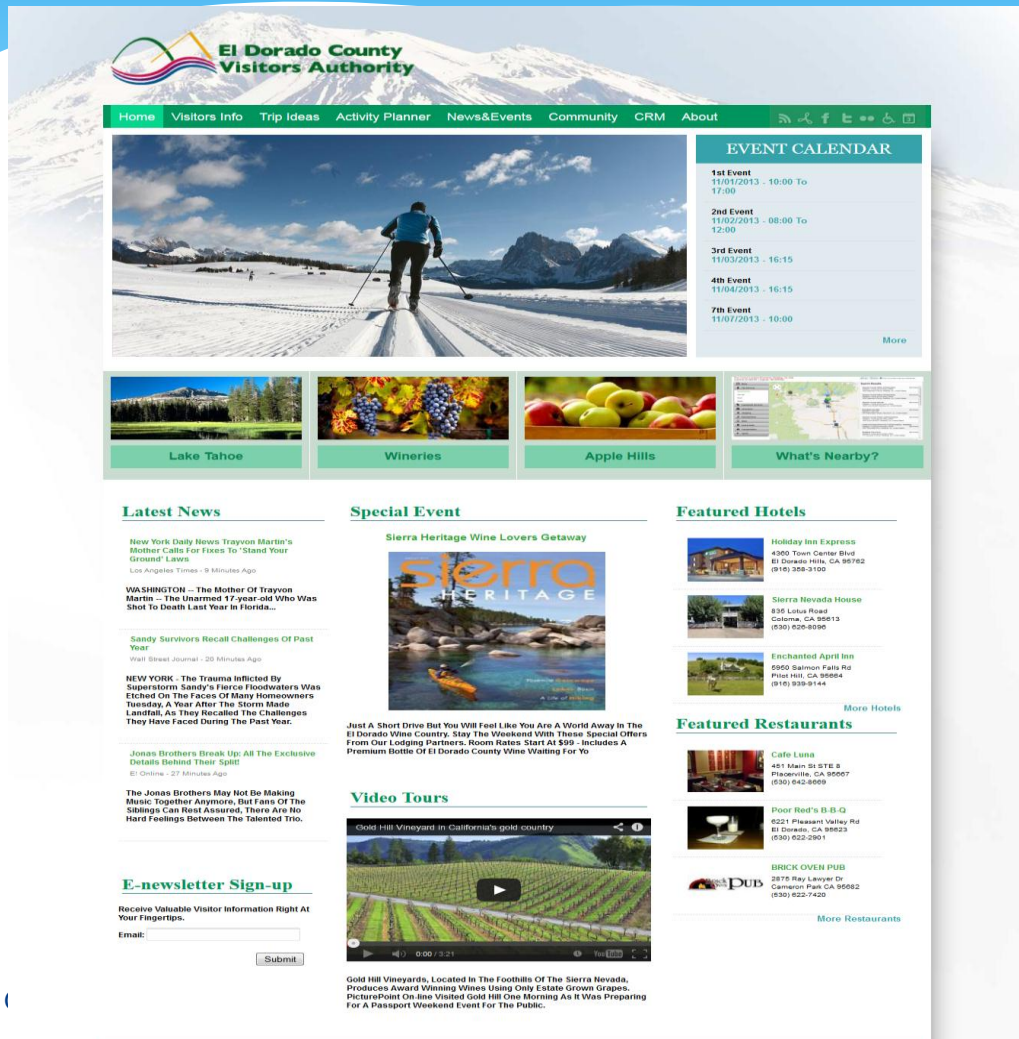
Ski



Lodging

# Desktop Website Demo 1

## www.el-dorado-ca.com/demo1



- Easy Navigation
- Local Business
- Easy Update
- Events
- Calendar
- CMS

11/6/2013

# Community Event Calendar



[Home](#)
[Visitors Info](#)
[Trip Ideas](#)
[Activity Planner](#)
[News&Events](#)
[Community](#)
[CRM](#)
[About](#)

October 2013 « Prev  
Next »

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	1	2	3	4	5
6 8th Event Title 10/06/2013 - 16:15	7	8	9	10	11	12
13	14	15	16	17	18 10th Event 10/18/2013 - 14:45 12th Event 10/18/2013 - 14:45	19
20 11th Event 10/20/2013 - 14:45	21	22	23	24	25	26
27 13th Event 10/27/2013 - 08:45	28	29 14th Event 10/29/2013 - 08:45	30	31	1	2

### EVENT CALENDAR

- 1st Event**  
11/01/2013 - 10:00 To 17:00

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- 2nd Event**  
11/02/2013 - 08:00 To 12:00

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- 3rd Event**  
11/03/2013 - 16:15

---

- 4th Event**  
11/04/2013 - 16:15

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- 7th Event**  
11/07/2013 - 10:00

[More](#)

[HOME / CONTACTS / FAQ](#)
El Dorado County Visitors Authority C/o Chamber Of Commerce  
542 Main Street Placerville, CA 95667

[Site Map](#) | [Disclaimer](#) | [Webmaster](#)



# Desktop Website Demo 2

## www.el-dorado-ca.com/demo2



We invite you to explore the County of El Dorado. Discover breathtaking lakes and mountains, delicious cuisine, irresistible shopping and culture-rich cities across County of El Dorado that are as diverse as California itself.



**El Dorado County Visitors Authority** Discover the County of El Dorado Experience the best of the County of El Dorado - from famous attractions and shopping to beaches, mountains, scenic drives and beyond.



Partners The County Media  
About Us Contact Us Sitemap

### ➤ Content Management System(CMS)

Very easy to create and add new contents

### ➤ Support Customer Relationship Management, Contact Management System

### ➤ GPS and What's Nearby

# Desktop Website Demo 3

## www.el-dorado-ca.com/demo3

Easy to Add Menu Items

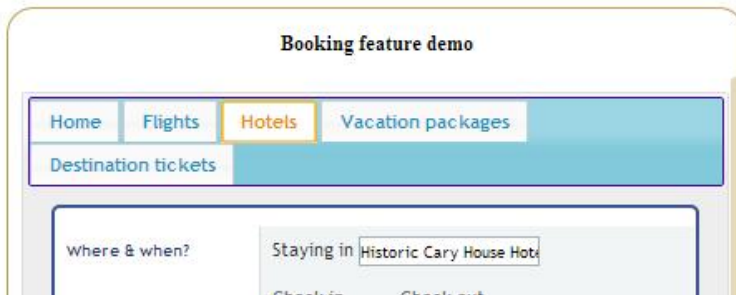


Feature likes Calendar, Events, Suggestions, Weather all can be added easily.



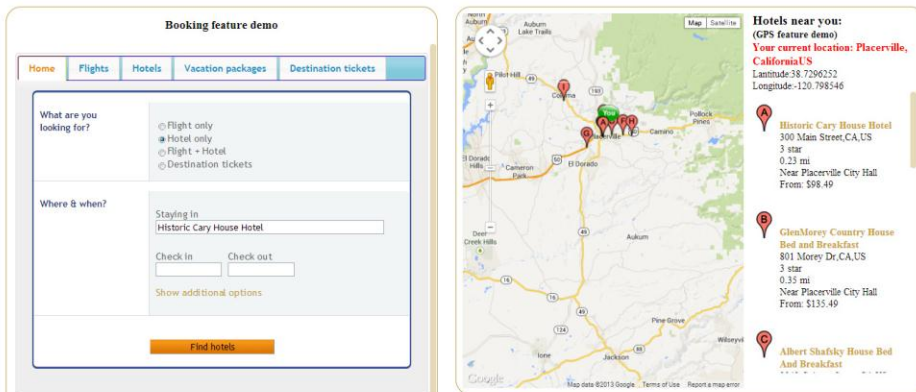
Like Send Sign Up to see what your friends like.

[Share on Facebook](#)



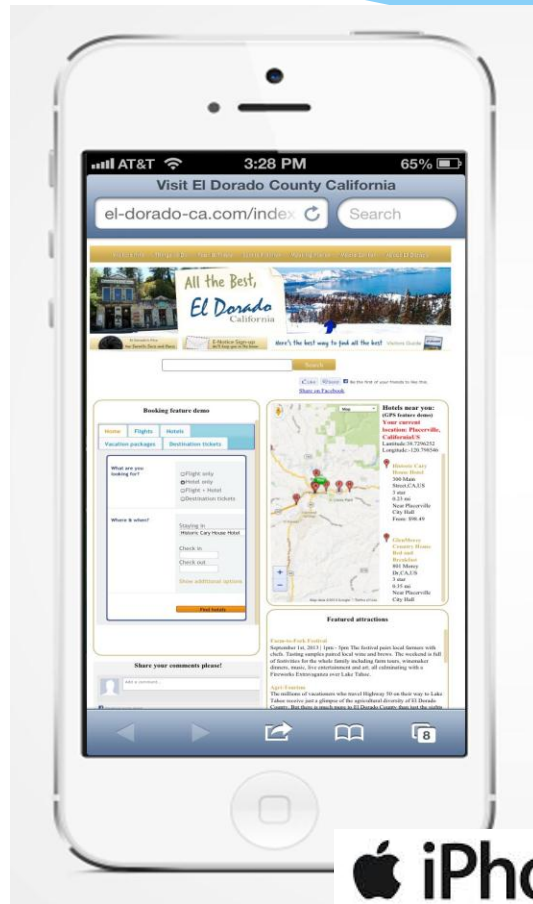
Hotels near you:  
(GPS feature demo)

# Website Main Features (1): Location Aware (What's Nearby)

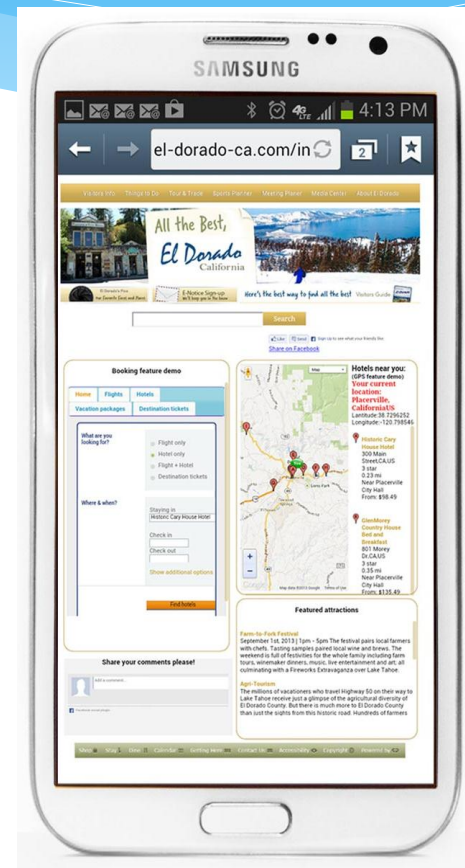


- Embed map into the website
- Visitor will not leave the website for map and location search.
- Display What's Nearby
- Online room booking
- Seamlessly connected to all social media platforms

# Website Main Features (2): Mobile Friendly



Apple iPhone



ANDROID

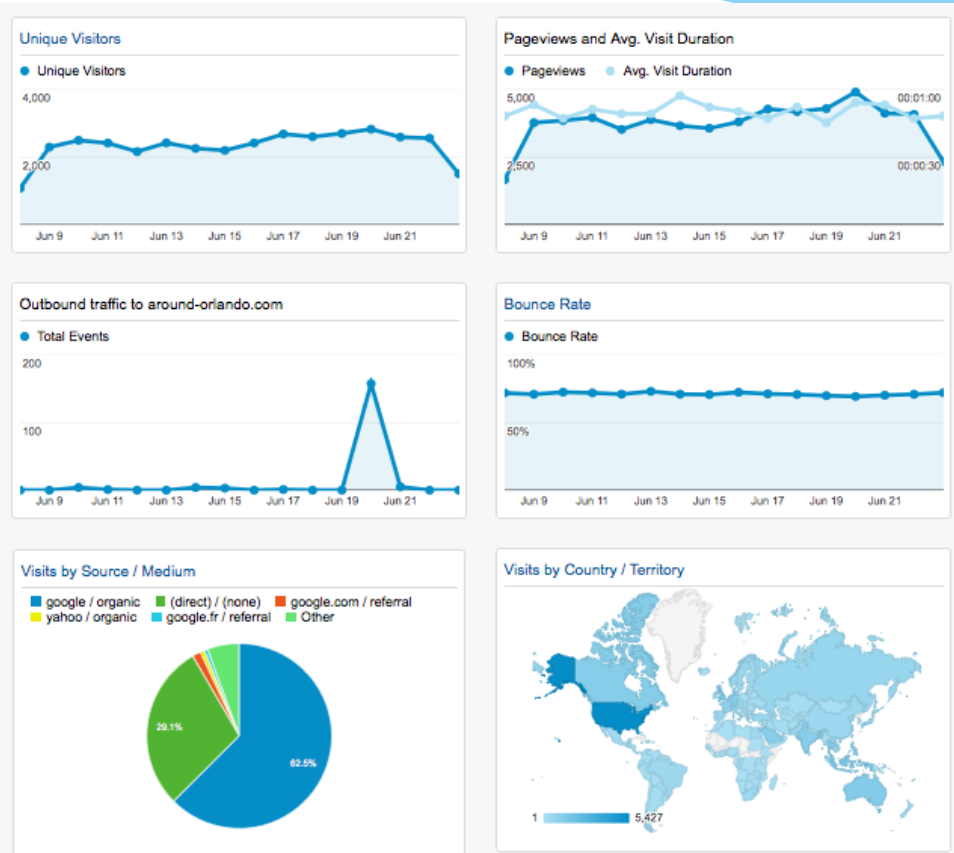


# Website Main Features (3): CMS: Create Individual Landing Pages for each Local Business Partner



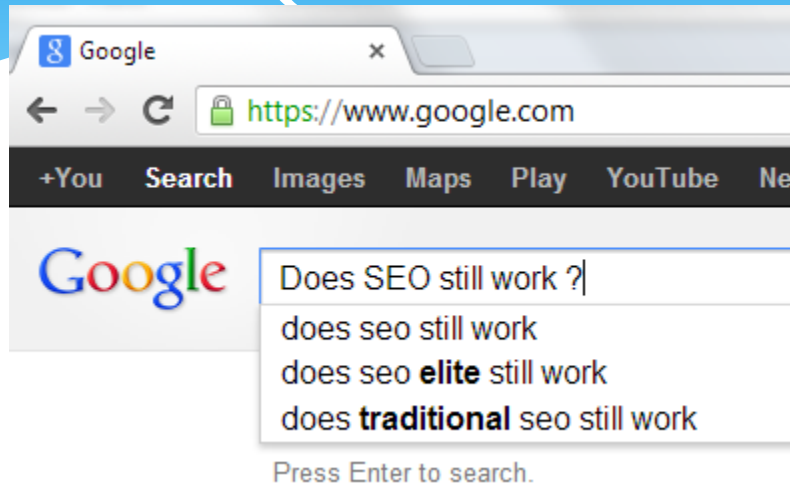
We invite you to explore the County of El Dorado.  
Discover breathtaking lakes and mountains, delicious cuisine and culture-rich cities across County  
of El Dorado that are as diverse as California itself.

# Website Main Features (4): Tracking , Reporting and Value Added Services



1. Tracking function will be implemented with Google Analytics
2. Provide insights on tracking economic impact and return on investment

# Website Main Features (5): SEO (Search Engine Optimization)



- “Traditional SEO” does **NOT** work because Google adopts new algorithm
- Glogou uses **advanced SEO** techniques based on creating unique content.



# Website Main Features (6): Deep Social Media Integration



- Emphasize “Deep Integration”
- Comments on each attraction, shop, hotel, activity, event, etc.

Share your comments please!



▼

 Facebook social plugin



# Website Main Features (7): Site Management, Content Update






- \* CMS
- \* Upload content, pictures, and video
- \* Client Relationship Management System

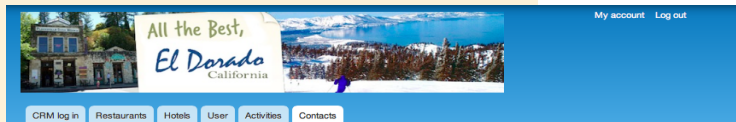


Home

## Restaurants

Displaying 1 - 5 of 5

<p>Cafe Luna 451 Main St STE 8 Piacerville, CA 95667 United States +1 (530) 642-8669</p> 	<p>Poor Red's B-B-Q 6221 Pleasant Valley Rd El Dorado Hills, CA 95623 United States +1 (530) 622-2901</p> 	<p>BRICK OVEN PUB 2875 Ray Lawyer Dr Cameron Park, CA 95682 United States +1 (530) 622-7420</p> 
<p>Chantara Thai 4361 Town Center Blvd Ste 110 El Dorado Hills, CA 95762 United States +1 (916) 939-0389</p> 	<p>3 Brothers Restaurant Inc 3421 Coach Ln Cameron Park, CA 95682 United States +1 (916) 933-2086</p> 	



Home - CRM Core

### CRM Core Admin Menu

- Administer CRM Contact Types
- Administer CRM activity types

## Contacts

Activities Contacts

[+ Add a contact](#)
[+ Add an activity](#)

Displaying 1 - 11 of 11

Contact Type Contact Name Organization Name

Organization type

### Operations

#	Contact Name	Contact Type	Business Name	Created date	Operations
<input type="checkbox"/>	Restaurant5	Organization	3 Brothers Restaurant Inc	10/30/2013 - 22:10	View Edit Delete
<input type="checkbox"/>	Restaurant4	Organization	Chantara Thai	10/30/2013 - 22:06	View Edit Delete
<input type="checkbox"/>	Restaurant3	Organization	BRICK OVEN PUB	10/30/2013 - 22:02	View Edit Delete
<input type="checkbox"/>	Hotel5	Organization	Kit Carson Lodge	10/30/2013 - 16:41	View Edit Delete
<input type="checkbox"/>	Hotel4	Organization	Bella Vista Bed & Breakfast	10/30/2013 - 16:31	View Edit Delete
<input type="checkbox"/>	Hotel3	Organization	Enchanted April Inn	10/30/2013 - 11:31	View Edit Delete
<input type="checkbox"/>	Restaurant2	Organization	Poor Red's B-B-Q	10/23/2013 - 15:13	View Edit Delete
<input type="checkbox"/>	Restaurant1	Organization	Cafe Luna	10/23/2013 - 15:04	View Edit Delete
<input type="checkbox"/>	Hotel2	Organization	Sierra Nevada House	10/22/2013 - 14:20	View Edit Delete
<input type="checkbox"/>	Hotel1	Organization	Holiday Inn Express	10/22/2013 - 12:28	View Edit Delete

# Website Marketing

- \* Create good, fresh content for SEO
- \* Social Media Marketing, Viral Effect
- \* Search Engine Marketing (SEM)

Items	Monthly Digital Media Buy Cost	Monthly Glogou Service Fee
Search Engine Marketing (buy ads on Google, Bing)	\$500	\$0
Social Media Marketing (buy ads on Facebook)	\$500	\$0
<b>Total</b>	<b>\$1000</b>	<b>\$0</b>

# Web Hosting

We use premium 3<sup>rd</sup> party web hosting companies for hosting

Example:

- Godaddy
- Amazon Cloud Servers



# Prototyping, Testing Process and Agile Project Management

- Agile project management, deliver high quality website, ON TIME
- Use Selenium for website **feature** testing
- Extensive website **load** testing
- **Fast** prototyping
- Listen and response to **feedback and advice**



# Mobile Apps (Optional)



About Kissimmee



Tour Guide



Car Rental



Hotel Booking



Maps



Menu



Attractions

- Multi-language Mobile Apps we created for Kissimmee, Florida
- Features includes: Travel Guide, Attractions, Car Rental, Hotel Booking, Maps, etc.

# Cost for Website and Mobile Website Development and Support

Items	Total Cost
Website Design and Development Cost	<b>\$29,000</b>
Web Site Hosting for <b>one year</b>	<b>FREE for El Dorado County</b>
Customer Support for <b>12 months</b>	<b>FREE for El Dorado County</b>
Maintenance, Update and SEO support for <b>12 months</b>	<b>FREE for El Dorado County</b>

# Cost for Websites and **Mobile Apps** Development and Support

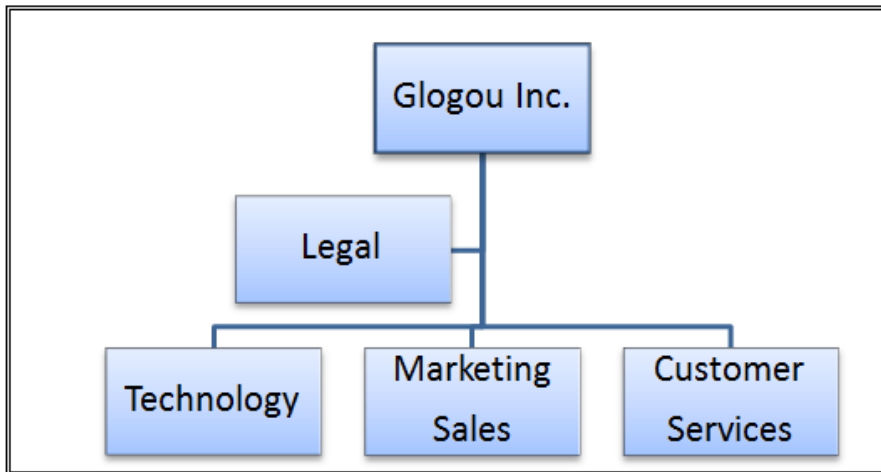
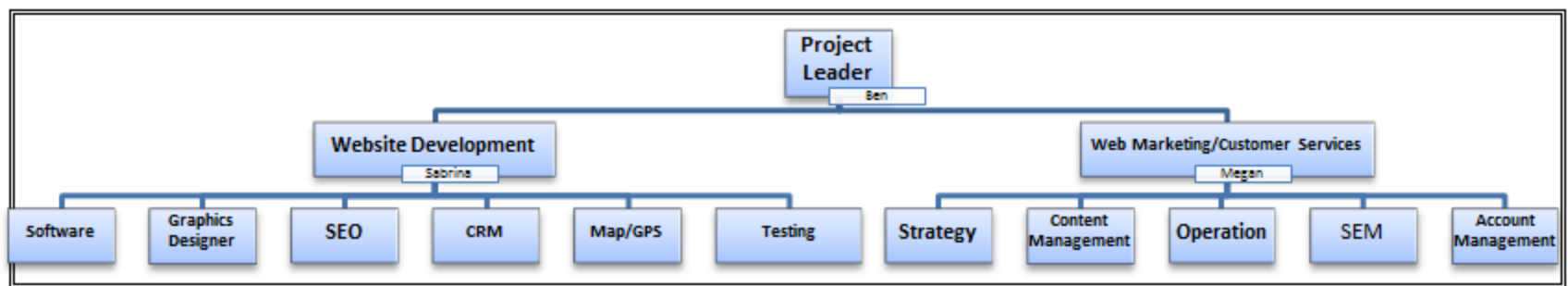
Items	Total Cost
Website Design and Development Cost	<b>\$29,000</b>
Mobile App Development (iPhone)	<b>\$12,000</b>
Mobile App Development (Android)	<b>\$7,500</b>
Web Site Hosting for One Year	<b>FREE for El Dorado County</b>
Customer Support for 6 Months	<b>FREE for El Dorado County</b>
Maintenance, Update and SEO Support for 6 Months	<b>FREE for El Dorado County</b>

# Support , maintenance, upgrade for 2<sup>nd</sup> and 3<sup>rd</sup> year

Items	Total Cost
2 <sup>nd</sup> year support, maintenance, and website upgrade	\$2,500
3 <sup>rd</sup> year support, maintenance, and website upgrade	\$2,500



# The Team



- No Subcontractors
- All work for this project will be done in our Silicon Valley office, CA.
- Women and Minority Owned
- Hardworking Silicon Valley Startup Team
  - Ben Lee, PhD
  - Megan McDonald, MS
  - Olivia He, PhD
  - Iris Huang, MBA
  - Helen Lee, MBA
  - Sabrina Zhang, MS

# Project Schedule

(Adjusted from original schedule Presented in Proposal)

<b>El Dorado Websites Redesign Project Schedule (Assume 12/1 as Starting Date)</b>											
<i>Tasks</i>	<i>Duration</i>		<i>2013-2014</i>								
	Weeks	Hours	12/1	12/8	12/15	12/22	12/29	1/5	1/12	1/19	1/26
Existing Website Analysis, and Requirement Discussion	1	40	■	■							
Website architecture Design	1	40	■	■	■	■					
Content Management System Customization	1	40			■	■					
Content update/Creation	1	40			■	■	■	■			
Layout design/CSS	0.5	20			■	■	■				
User friendly navigation	0.5	20				■	■	■			
Social Media Integration Function Impelmentation	0.5	20				■	■	■	■		
Location Aware Function Implementation	1	40				■	■	■	■		
Browsers compatibility /Mobile friendly	0.5	20						■	■		
Website SEO	0.5	20						■	■	■	■
Tracking and Reporting	1	40						■	■	■	■
Misc features, such as: weather, event promotion, sitemap, report, online booking, calendar, photo gallery	2	80						■	■	■	■
Testing	1	40						■	■	■	■
Feedback collection and improvement	1	40							■	■	■
<b>Total:</b>	<b><u>12.5</u></b>	<b><u>500</u></b>									

Website and mobile website will be available in less than 2 months.