Proposal for El Dorado County New Website by Glogou Inc.

County of El Dorado
California

Nov 06, 2013

Glogou Inc.
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Glogou

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

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Featured Customers

Glogou Inc. has been featured on the following media

San Jose Mercury News

TechCrunch

About   Contact   Company Index   Advert

search engine land.

SILICON VALLEY / SAN JOSE
Business Journal

VentureBeat
INTERPRETING INNOVATION

website Magazine
THE MAGAZINE FOR WEBSITE SUCCESS

Glogou: SoLoMo Solutions for Destination Marketing

Bloomberg Businessweek

SAVE 86%
SUBSCRIBE

Ranked number one in the nation for cancer care.

Marketwire 07/17/2013 4:00 AM ET

Glogou Inc. Announces SoLoMo Solutions for Destination Marketing

July 18, 2013. Source: Bloomberg Businessweek

YAHOO! Finance

Search Finance

Glogou Inc. Announces SoLoMo Solutions for Destination Marketing

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

July 17, 2013. Source: Yahoo finance

MarketWatch
THE WALL STREET JOURNAL

July 18, 2013

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

Press Release on **NBCNEWS.com**

Glogou Inc. Announces SoLoMo Solutions for Destination Marketing

Social Location Mobile Solutions Adapt Travel Websites for Mobile Dev

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

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Selected Customer: CapitalRegionUSA.org

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

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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.

F U T U R E

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Prototype Websites We Created for El-Dorado

Three Desktop Version Websites

➢ www.el-dorado-ca.com/demo1

➢ www.el-dorado-ca.com/demo2

➢ www.el-dorado-ca.com/demo3

One Mobile Website
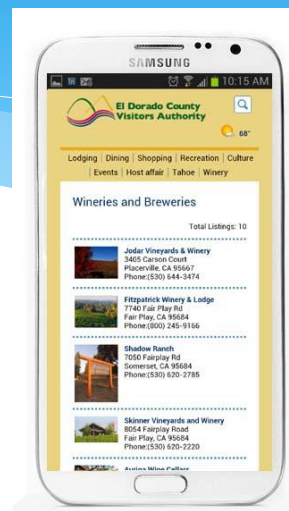
➢ m.el-dorado-ca.us or

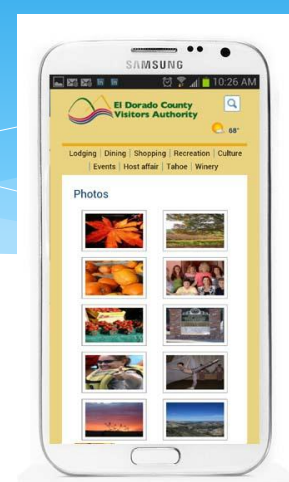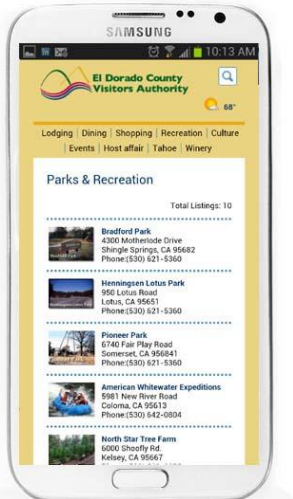www.el-dorado-ca.us

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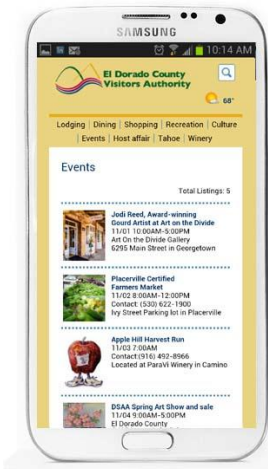# m.el-dorado-ca.us

Mobile Home Page
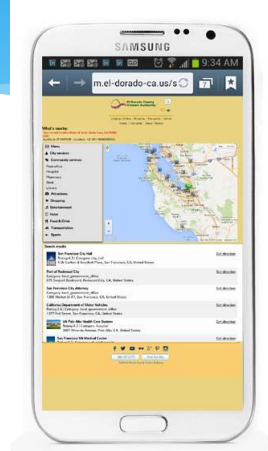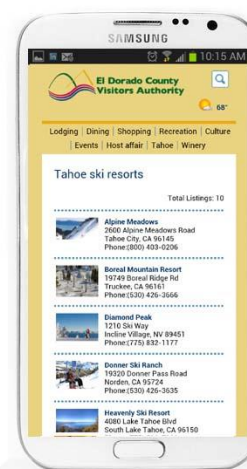

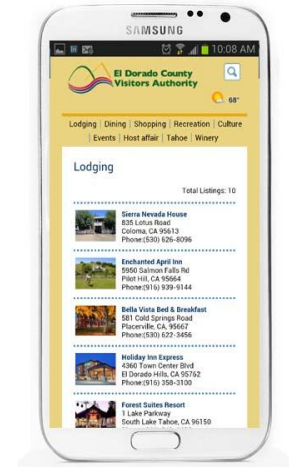What's Nearby

Wineries

Gallery

Recreations

Events

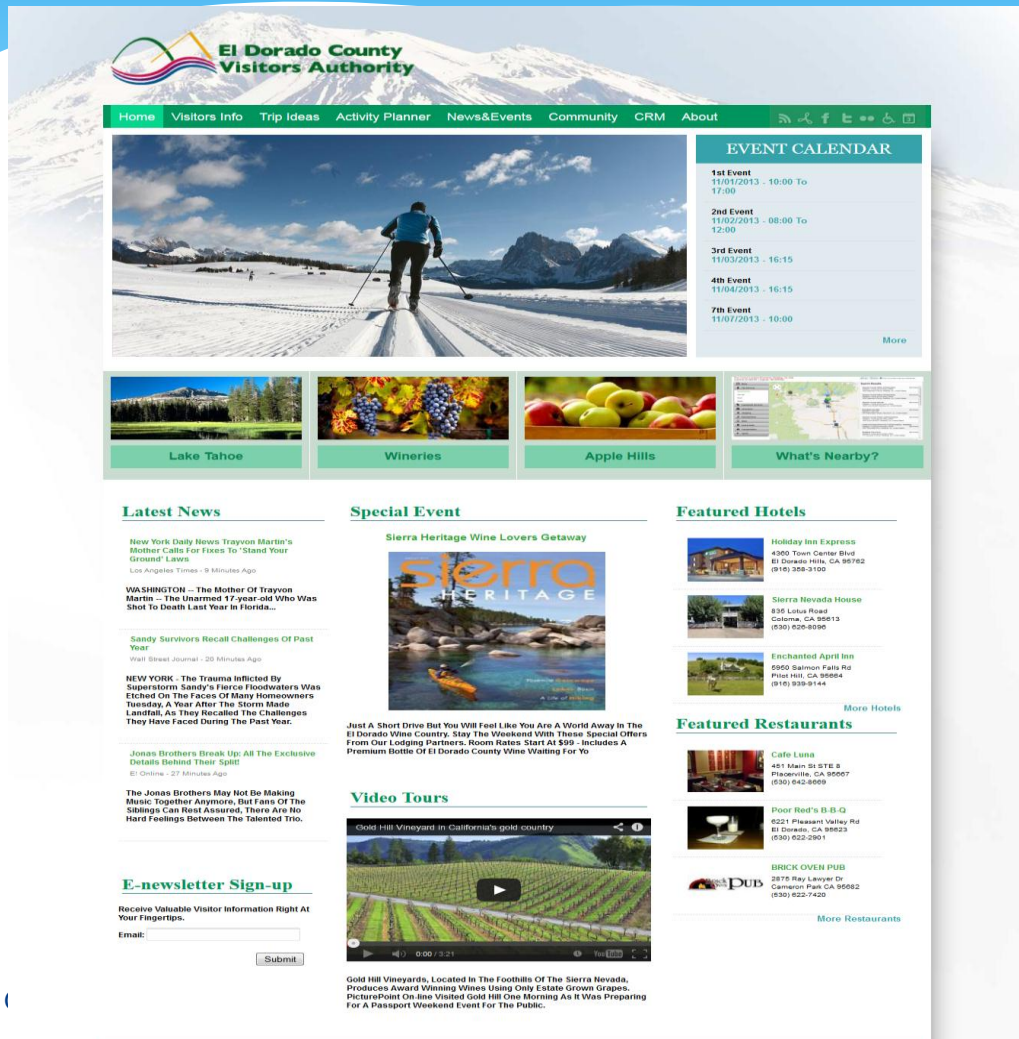Ski

Lodging

Desktop Website Demo 1
www.el-dorado-ca.com/demo1

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

Community Event Calendar

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Desktop Website Demo 2
www.el-dorado-ca.com/demo2

- **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.

Visitors Info   Things to Do   Tour & Trade   Sports Planner   Meeting Planer   Media Center   About El Dorado

All the Best,
El Dorado
California

El Dorado's Pics
Our Favorite Faces and Places

E-Notice Sign-up
We'll keep you in the know

Here's the best way to find all the best Visitors Guide

Search

Like   Send   Sign Up to see what your friends like.

Share on Facebook

Booking feature demo

| Home | Flights | Hotels | Vacation packages |

Destination tickets

Where & when?   Staying in Historic Cary House Hote

Check in   Check out
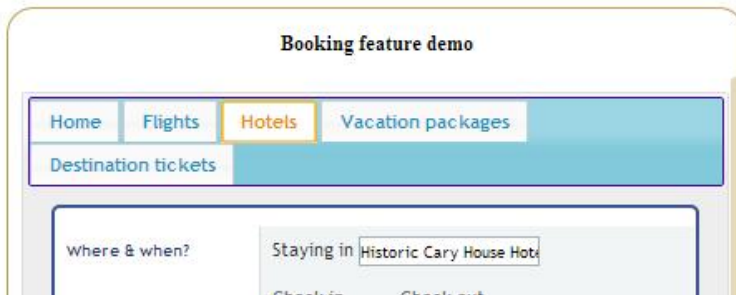
Hotels near you:
(GPS feature demo)

Website Main Features (1): Location Aware (What's Nearby)
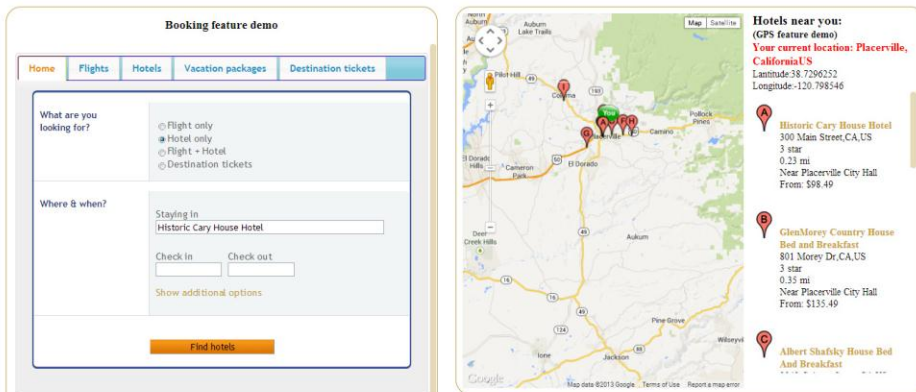
- ➢ Embed map into the website
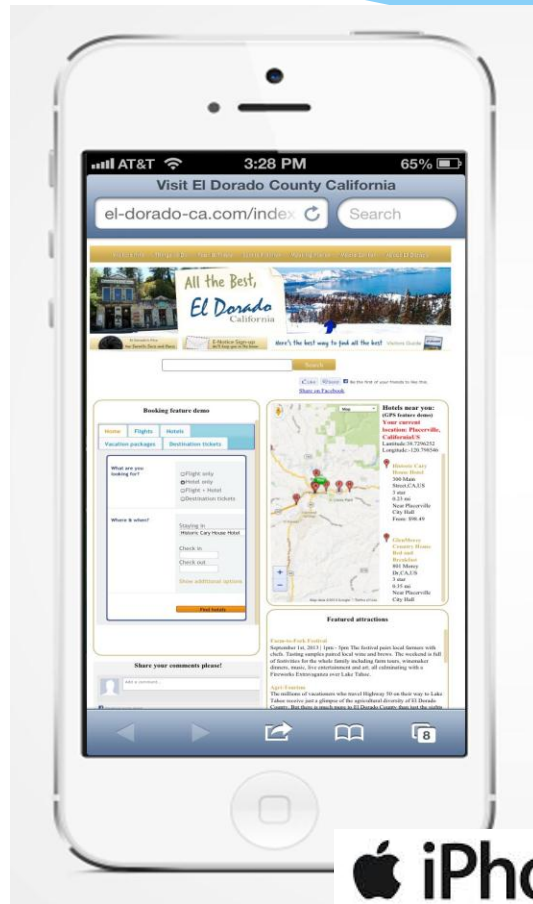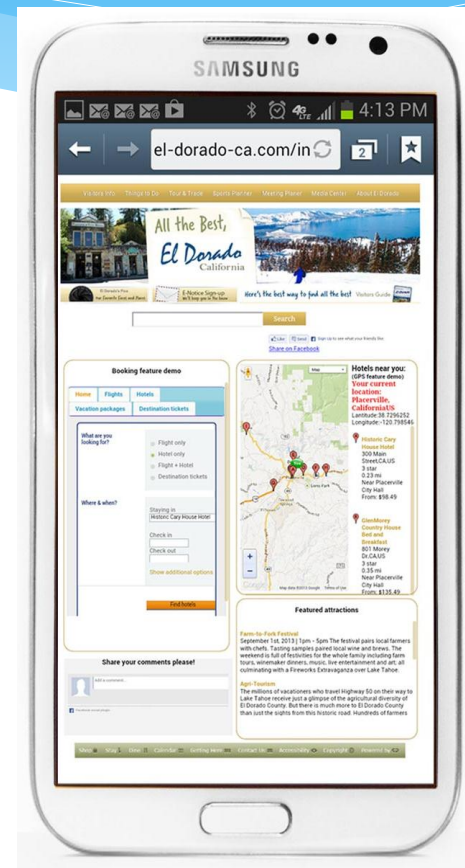- ➢ Visitor will not leave the website for map and location search.
- ➢ Display What's Nearby
- ➢ Online room booking
- ➢ Seamlessly connected to all social media platforms

Website Main Features (2): Mobile Friendly

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

Website Main Features (4):
Tracking , Reporting and Value Added Services
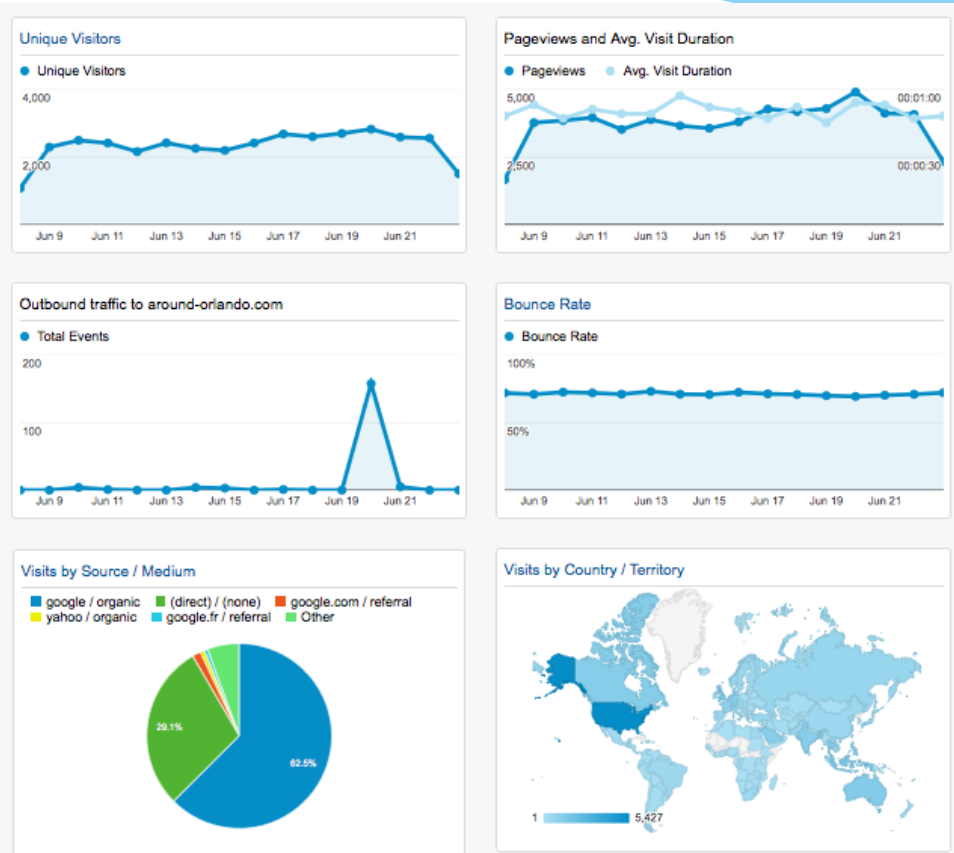
1. Tracking function will be implemented with Google Analytics
2. Provide insights on tracking economic impact and return on investment

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Website Main Features (5): SEO (Search Engine Optimization)
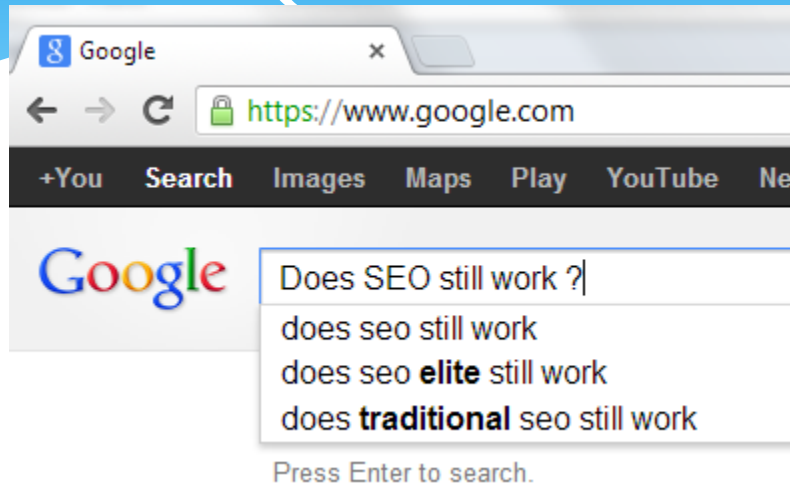
- ➢ "Traditional SEO" does **NOT** work because Google adopts new algorithm

- ➢ 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.

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

* CMS

* Upload content, pictures, and video

* Client Relationship Management System

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
Total	$1000	$0

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Web Hosting

We use premium 3rd party web hosting companies for hosting

Example:

➤ Godaddy
➤ Amazon Cloud Servers

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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**

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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.

G

3

Cost for Website and Mobile Website Development and Support

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

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

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

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Support , maintenance, upgrade for 2nd and 3rd year

Items	Total Cost
2nd year support, maintenance, and website upgrade	$2,500
3rd year support, maintenance, and website upgrade	$2,500

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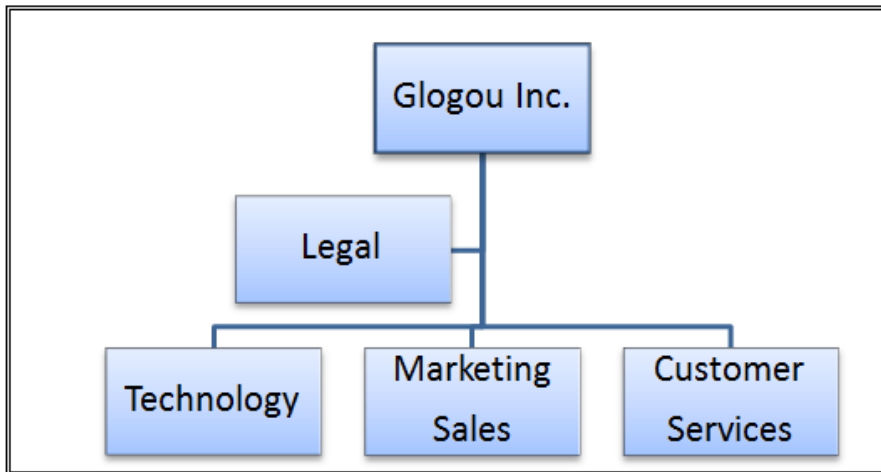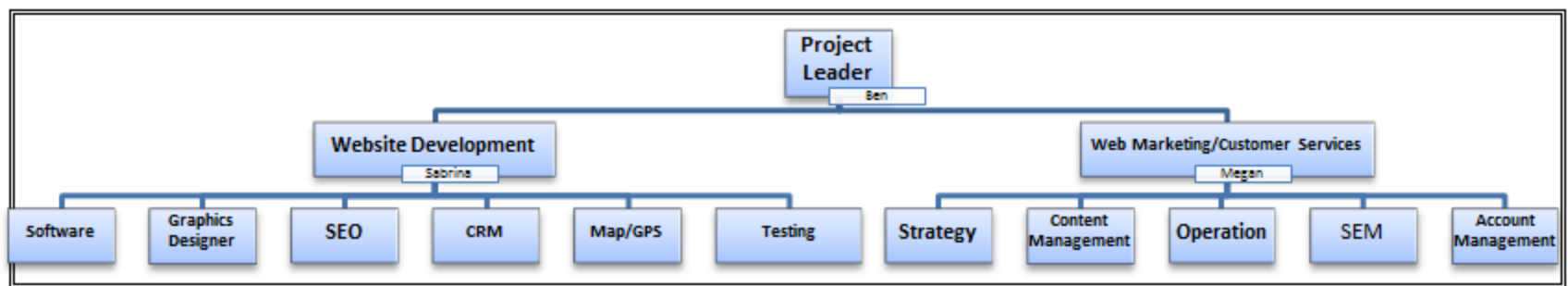
> ➢ No Subcontractors
> ➢ All work for this project will be done in our Silicon Valley office, CA.
> ➢ Women and Minority Owned
> ➢ Hardworking Silicon Valley Startup Team
> - 　　Ben Lee, PhD
> - 　　Megan McDonald, MS
> - 　　Olivia He, PhD
> - 　　Iris Huang, MBA
> - 　　Helen Lee, MBA
> - 　　Sabrina Zhang,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

Project Schedule
(Adjusted from original schedule Presented in Proposal)

El Dorado Websites Redesign Project Schedule (Assume 12/1 as Starting Date)

Tasks	Duration		2013-2014								
	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								█	█
Total:	**12.5**	**500**									

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