VisitMendocino.com Refresh Timeline

Week 1: March 1-7

* Update underlying theme to latest version
* Update plugins to latest version
* Address any style issues directly caused by updates
* MCTC team and BrandHound: Begin working on content for forthcoming culinary section, additional community pages, and "suggested itineraries."
* Invoice $4000, 50 percent of project cost, payable 3/1

Week 2 March 8-14

* Begin implementing  "Favorites" feature for listings. This may take up to two weeks for execution and testing.
* Add enhanced search plugin
* Add a new plugin to improve document management and download tracking (replacing or updating Memphis Docs system)

Week 3 March 15-21

* Begin a complete inventory of the website, and using  insights from Google Analytics, identify existing content to leverage, new content to be considered and/or added within the site architecture and low-traffic areas that may safely be removed from the site.
* Complete Favorites feature.

Week 4 March 22- March 28

* Add an area of the site for suggested itineraries (similar to the “Adventure Vault” on VisitCalistoga.com). Copy to be crafted by MCTC. Custom development, may take two weeks.
* Based on website inventory and traffic patterns, adjust site menu and organization to highlight popular content for ease of use

Add more events on home page, in two tiers, with event location or venue (and date?) highlighted. Custom development.

* Build out additional “Community Pages” to allow visitors to explore specific cities, towns and places. Improve existing community pages layout and functionality with custom development. This will take at least two weeks to complete.
* Add a culinary area of the site, for recipes and emphasis on culinary tourism. This may take two weeks to complete.

Week 5 March 29 - April 4

* Complete suggested itineraries section.
* Complete community pages.
* Complete culinary section.

Week 6 April 5 - 11

* Revisit directory pages and events pages and listings with an eye to greater consistency, ease of use,  and visual appeal (within the structure of the existing site) and begin design process for  revised templates for these content areas.
* Refresh color scheme, fonts, and site-wide graphic elements for more sophisticated and colorful appearance. Note: these can be enhanced in the future with any new logo, color scheme, etc. suggested by marketing consultants.
* Designer will mock up proposed revisions of each page template, including homepage, blog posts, events, listings, etc. Up to three rounds of creative as required, for refreshed look and feel of site.
* Lose the black bar that was a holdover from previous site (this may happen earlier)\

Week 7 April 12 - 18

* Approved design updates will be executed as responsive WordPress templates and installed
* Do page speed and SEO evaluation of updated code base and review action items
* Implement any important refinements identified in page speed test and SEO evaluation
* Work with MCTC communication team to develop a written document that addresses brand standards for voice, images, content and copy.

Week 8 and 9 April 19 - 30

* Continue with punch list from previous week
* After clearly defining updated visual and copy standards, work with MCTC team to review the images and copy on all listings, events and posts for consistency of voice and copy standards.
* Provide necessary training for staff and contractors, including SEO workshop
* Invoice $4000, 50 percent of project cost, payable 4/30