



# Blueprint Effects Website Upgrade RFP

January 21, 2013

Attachments (3): Home page mock-up, Blog page mock-up, Feature listing

Blueprint Effects is currently requesting proposals related to the upgrade of our website. We are redesigning the website around the following goals:

- 1) Increasing the number of enquiries received through the contact form
- 2) Becoming a content destination for our industry niche
- 3) Ranking highly in Google/Bing/Yahoo for targeted keywords.

We wish to achieve these goals by:

- 1) Turning the site into a multipage site with multiple interior pages
- 2) SEO optimization on each page of the site
- 3) Simplify content management and SEO management for non-technical users
- 4) Ability to easily add additional internal (eg. product, service) pages as necessary.

The work will take place on an existing **Drupal 7** installation, taking advantage of the system that is already in place.

## **Site Structure**

The site will use the following structure:

The Left column represents the page template, and the right column represents the content, to be provided by Blueprint Effects.

| Page Type  | Page Title                                |
|------------|-------------------------------------------|
| Home       | Blueprint Effects                         |
| Product    | 3D Project Management Mobile Applications |
| Product    | 3D Renderings                             |
| Product    | 3D Walkthroughs                           |
| Product    | Multi Feature Property Websites           |
| Product    | Multi Feature Native Applications         |
| Product    | Real Estate CRM Property                  |
| Product    | Augmented Reality                         |
| Product    | Property Kiosks                           |
| Geographic | Calgary Real Estate Consulting            |

|            |                                      |
|------------|--------------------------------------|
| Geographic | China Real Estate Consulting         |
| Geographic | Winnipeg Real Estate Consulting      |
| Geographic | Seattle Real Estate Consulting       |
| Geographic | Pheonix Real Estate Consulting       |
| Geographic | Houston Real Estate Consulting       |
| Geographic | Dallas Real Estate Consulting        |
| Geographic | San Diego Real Estate Consulting     |
| Geographic | San Francisco Real Estate Consulting |
| Service    | Complete Digital Marketing Services  |
| Service    | Real Estate Creative Services        |
| Glossary   | Glossary                             |

Blueprint Effects reserves the right to add and/or remove pages between the time the RFP is released and before the start of work.

## **Blog**

We will also be redesigning the company blog. The blog will include

- Back end management of all posts, including relevant SEO activities
- Social media sharing links on all posts
- RSS feed
- Blog comments powered by Disqus (<http://disqus.com/>)
- See attached mock-up for design guidelines.
- Sidebar that features contributors to the blog
- Overall look and feel that is similar to other professional blogs

## **Footer**

All pages will also have the same footer design as seen in both the blog post and home page mock-ups. The footer includes:

- Internal links to product and service pages
- Listing of the most recent blog posts
- Small block of text about the company
- Social media buttons
- See attached mock-ups for design guidelines

Please see the attached “Feature Listing” document for a more in depth look at specific technical features required.

Blueprint Effects is expecting all work to be finished within two weeks of the start of the contract, with an additional week for bug testing.

Interested parties should reply to this RFP with a quote indicating the breakdown of expenses and hours expected to be working on the project, as well as a detailed timeline of the project.

If you have any questions regarding this RFP, feel free to contact:

Colin Bogar  
Managing Director

+86 21 5172 7246

[colin.bogar@mgipacific.com](mailto:colin.bogar@mgipacific.com)

**or**

John-Jeffrey Laxton

Senior Manager

+86 21 5172 7246

[jj.laxton@mgipacific.com](mailto:jj.laxton@mgipacific.com)