



**SER Metro-Detroit Youth Services
Website Development,
Optimization, Analytics
Request For Proposal**

Time and materials

Client name	Contractor for marketing efforts
Client's administrator	Social Media Outreach Specialist - Steven Tocco
Project name	SER Youth Services Professional Website and Marketing Optimization Contract
Begin date	Aug 1, 2020
End date	June 30, 2021

Website Optimization Effort

Please provide your proposed cost per hour below.

Item description	Cost per hour	Total Cost
<p>Through google analytics and wordpress administration, contractor will decrease page loading times, with a focus on the mobile experience by removing render-blocking resources, converting images into next-gen formats, properly sizing photos, and efficiently encoding images.</p> <p><i>Current Page Speed Insight Ratings (Google Analytics)</i> sermetro.org/ Mobile: 12/100 Desktop: 48/100 sermetro.org/youth-registration Mobile: 20/100 Desktop: 53/100</p>	\$	\$
Utilize wordpress administration interface to optimize sermetro.org in order to increase visitor engagement, conversions, and build a positive brand impression		
Through back-end WP editor, perform tasks where possible in order to reduce bounce rate and increase time spent on key sermetro.org pages (some coding and design may be necessary)		
Total Cost		\$
Comments:		

Comments:

Payment terms (Describe contractor's payment terms, if applicable)

If you have any questions, please contact Steven Tocco at (313) 945-5200 ext. 4303 or via e-mail at stocco@sermetro.org.

Submit Proposal to Steven Tocco, Youth Services Social Media Outreach Specialist by Wednesday, July 29, 2020.