

## TASK: USAWA AGENDA WEBSITE DEVELOPMENT

### TERMS FOR REFERENCE

#### Website Overall Layout

The website should include the following pages:

- Home: This will be the default landing page and will include content that you will want to appear on the front.
- What We Do: This page will consist of details of what your organization does.
- Where We Work: This page will consist information on the organization's geographical coverage in a case where your operate in more than one country or counties (Your guidance and opinion on this is encouraged)
- Get Involved: Most NGOs need ways by which other organizations, institutions, donors and volunteers can chip in to help in their cause. This section will include details on how to donate, volunteer or even fundraise for the organization through events.
- About Us: This page will contain 'Our Story', 'Our Partners' and our contact information.
- Announcements: This page will be used for new posts, alerts on new events, findings etc. that arise on a day, weekly or monthly basis. Some of these announcements can be set to appear on the organization's landing page as well.
- Any other additional pages as per need arising.

The above pages act as the main menus and under some of the pages we should have sub-menus. Sub-menus act as drop downs when hovering over a main menu.

#### Features

- Interactive contact form where users leave their comments. The comments will be accessed from the backend. Email notifications should be sent after comments have been posted.
- Social Media Integration: Creation of social media pages (especially twitter and Facebook) and integrate the pages with the best for easier sharing of information across the platforms.
- Organization's logo
- Mobile responsive: Ensuring that the website can be accessed using different devices such as mobile phones, tablets and desktops. Also, checking for web browser compatibility with the most common browsers (Chrome, Safari, Firefox and Internet Explorer.)
- Installation and activation of an SSL certificate on the sites domain. An SSL certificate minimizes risks of online hacking such as denial of service attacks and spam messaging.
- Sign up for Newsletters or Publications option.
- Search Engine Optimization: Use of SEO assists the organization's website to rank high on search engines such as Google. Content on the website will therefore be easily visible and accessible from the search results.

#### Development Process

- **Package Customization and Wireframing:** This will be the first chance to visualize the website. While they are not as detailed as the final site will be, this will give a visual representation of the site's overall layout.
- **Theme Selection:** Identify a suitable WP theme as per the precise needs of the organization.

- **Theme Customization:** Access the control panel of where the domain of the organization is hosted and perform the following:
  - Install WordPress on the site from the control panel
  - Install the theme selected in stage(ii)
  - Customize the theme to suit the organization's needs. This will include slight changing of parent code, design layouts and installation of required plugins
  - Testing the website on different platforms
  
- **Search Engine Optimization:** Using SEO management tools such as Yoast SEO and Google Adwords.
  
- **Deployment and Optimization:** Once sure that the site is ready to be made public, I will make it go live and be accessible to the general public.
  
- **Maintenance Services:** After deployment, support services will be required for a certain period. During that period, the following should be performed:
  - Monthly backup of the sites contents
  - Updating scripts and plugins
  - Perform layout and content updates as requested.
  - Monitoring search engine keywords and periodic updates.
  - Staff training on handling admin backends.

**Any interested developer should send a quotation highlighting their capacity to undertake the assignment, the time they would take to deliver the complete website and costing of their service to [info@usawaagenda.org](mailto:info@usawaagenda.org) by close of business on April 21, 2020.**