# NOVA ADVERTISING

## Proposal for The O'Neill Institute for National and Global Health Law

**O'NEILL INSTITUTE**
FOR NATIONAL & GLOBAL HEALTH LAW

GEORGETOWN LAW

# INTRODUCTION

NOVA Advertising is pleased to submit this website redesign proposal to the O'Neill Institute for National and Global Health Law. Our team welcomes this opportunity to work with the O'Neill Institute on this project.

The O'Neill Institute is looking to update the current website (https://oneill.law.georgetown.edu/) with a refreshed design and structure that will improve organization and provide audiences with user-friendly website navigation to help guide them to their desired destinations. The updated website must also showcase new and engaging content that aligns with the Institute's priorities and what audiences are searching for; this includes effectively communicating important information from the O'Neill Institute about public and private laws regarding health issues.

NOVA Advertising believes that our team of skilled professionals are qualified to complete this project by providing the O'Neill Institute with a comprehensive website redesign. Our key objectives for this project include the following:

- Create and optimize in-house content that will educate and inspire audiences
- Rearrange the sitemap to create a more user-friendly experience
- Integrate interactive functionalities for a modern feel while maintaining ease of navigation
- Place extra emphasis on experts and highlight the expert section on the homepage
- Highlight Global Health Law LL.M. Programs on the homepage and sidebars

- Provide website admins with a user-friendly interface, accessible tools, and dynamic functionalities to allow easy changes to certain parts of the website where it automatically populates several other pages

Our website redesign proposal outlines our capabilities, past projects, process, timeline, and other pertinent information for the Institute's consideration.

Behzad Riazi, our agency's president, is the designated point of contact for all communications regarding this proposal. Please feel free to contact him at 703-987-9168, or via email at behzad@novaadvertising.com.

# ABOUT NOVA ADVERTISING

We are a team of dedicated professionals that provide strategic advice and serve as Creative Directors on projects that appeal to their respective and unique interests. NOVA Advertising develops successful long-term relationships with our clients and ensures that the quality and quantity of work we provide is fully maintained. Our work is completed based on our clients' goals and by focusing on communication, client education, responsive customer service, punctual project management, high-quality work, and ethical business practices.

From graphic designers and web developers, to marketing consultants and content developers, we are supported by a group of talented and successful creative professionals that have become experts in their fields. In addition to our full-time staff, we have the honor of having medical doctors on our advisory board that offers proactive advice that helps us better serve our client base.

# TEAM MEMBERS ON THIS PROJECT



**Behzad Riazi**

Project manager



**Safa Tash**

Web Director



**Shreya Gokani**

Senior Developer



**Marina Fedoruk**

Senior Developer



**Paulrichi Hem**

Legal Marketing Expert



**Ruth Quan**

Online Marketing Expert

# PORTFOLIO

When undertaking a website redesign project, our goal is to develop a visually stunning design with practical and dynamic functionality. We have chosen five different past projects that best exemplify our work. These projects have all been completed on time and within the client's budget.
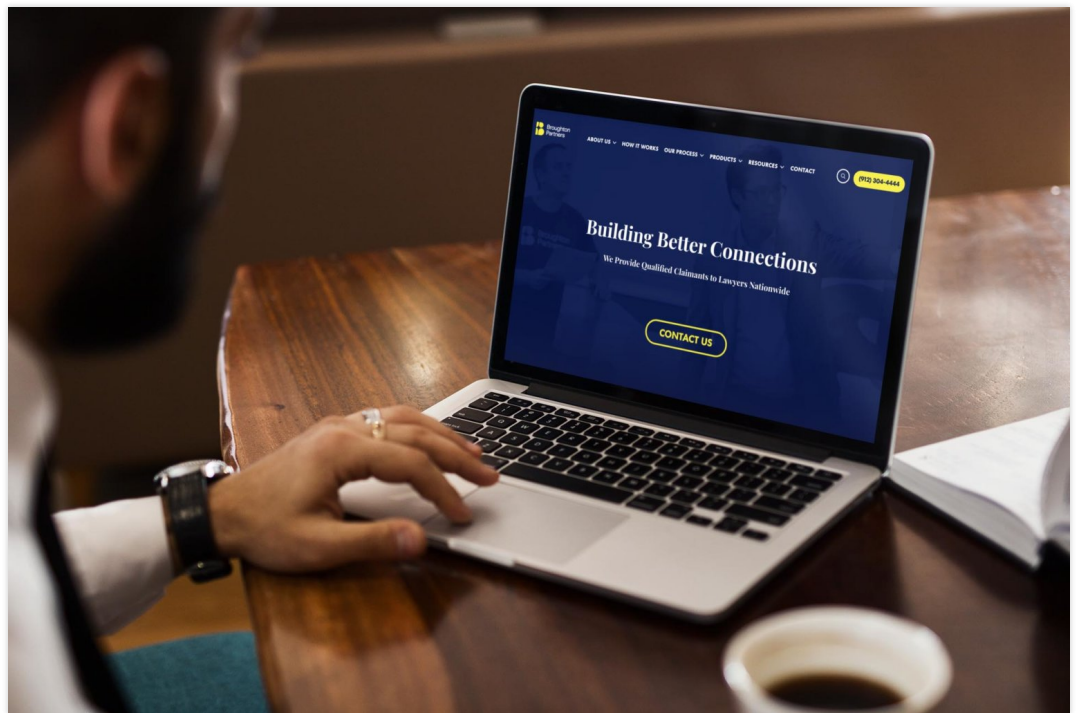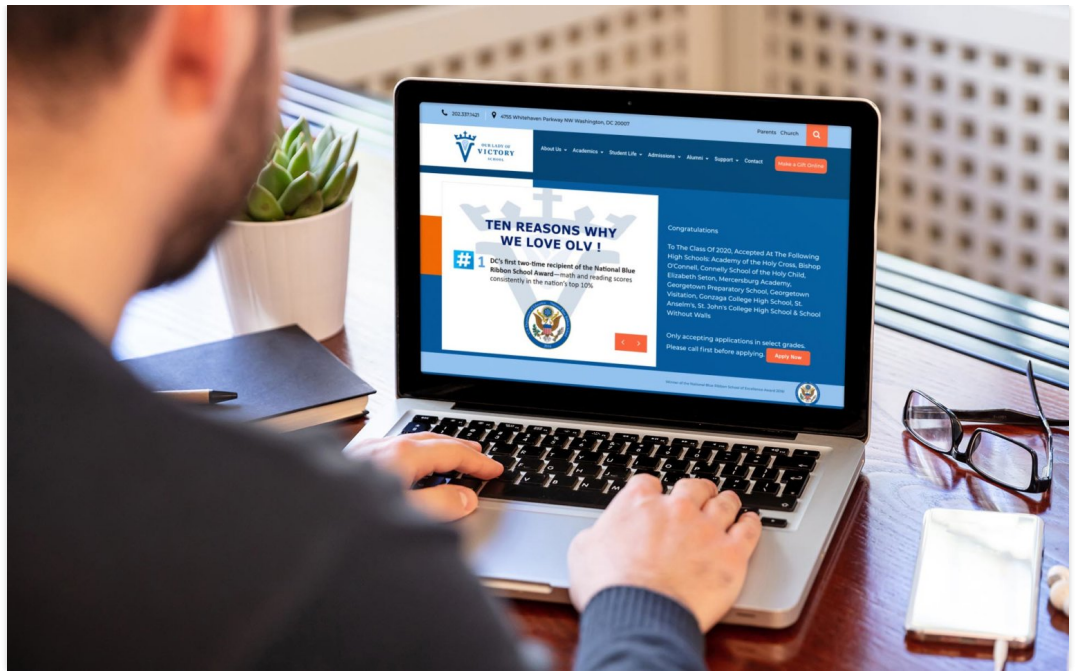
## AMERICAN UNIVERSITY



## ALLERGY PARTNERS
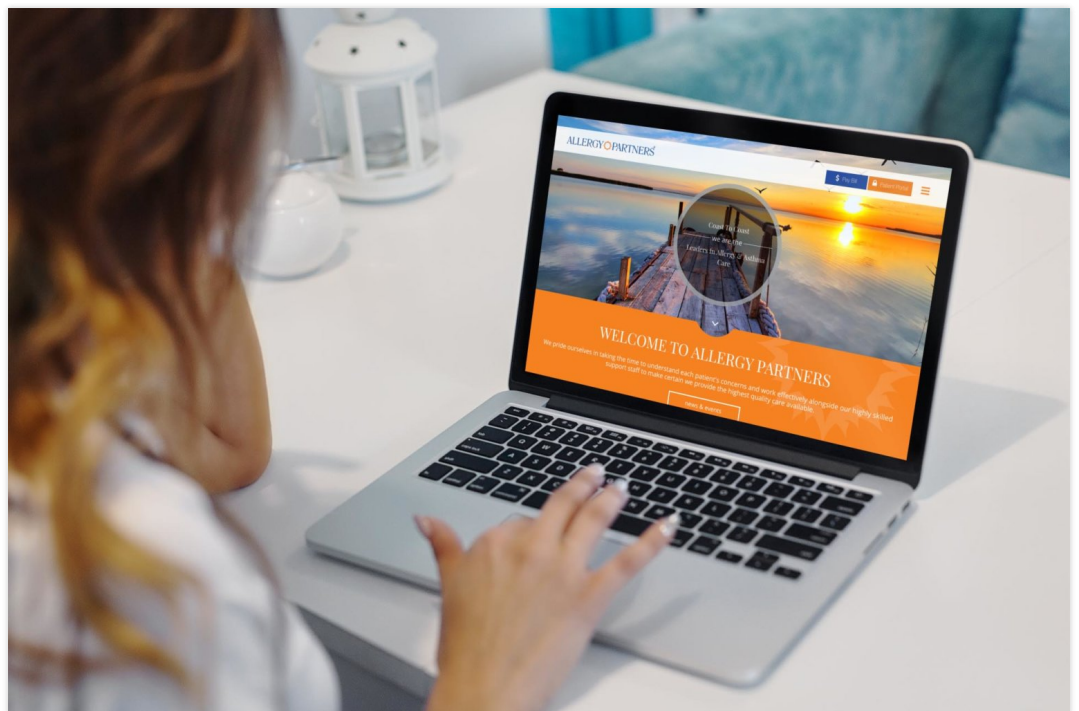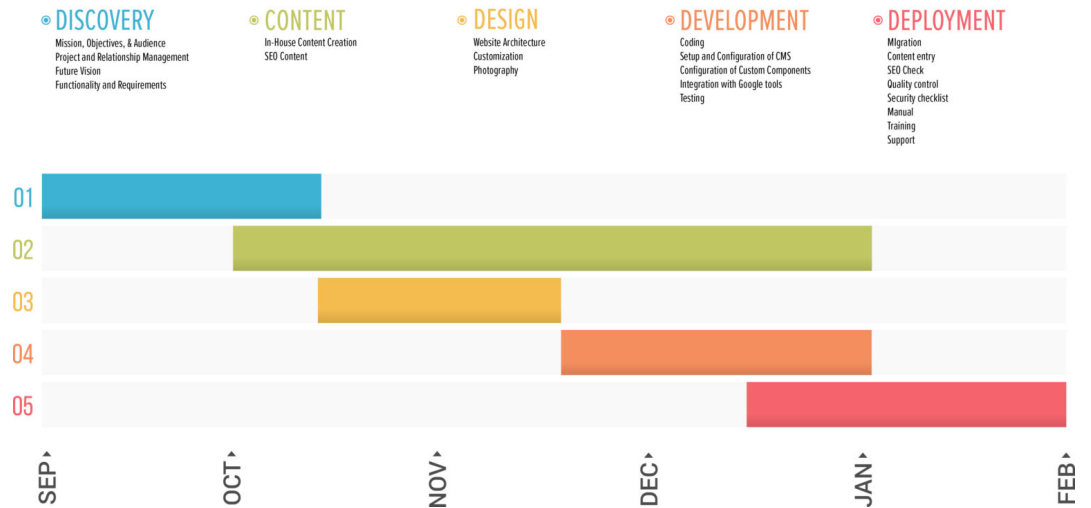
## THE EICHHOLZ LAW FIRM



## BROUGHTON PARTNERS



## OLV SCHOOL

# TIMELINE

## O'Neill Institute - Website Timeline

| ◎ DISCOVERY | ◎ CONTENT | ◎ DESIGN | ◎ DEVELOPMENT | ◎ DEPLOYMENT |
|---|---|---|---|---|
| Mission, Objectives, & Audience | In-House Content Creation | Website Architecture | Coding | MIgration |
| Project and Relationship Management | SEO Content | Customization | Setup and Configuration of CMS | Content entry |
| Future Vision | | Photography | Configuration of Custom Components | SEO Check |
| Functionality and Requirements | | | Integration with Google tools | Quality control |
| | | | Testing | Security checklist |
| | | | | Manual |
| | | | | Training |
| | | | | Support |



NOVA Advertising will guide the O'Neill Institute through our process of discovery, content gathering and writing, design, development, and deployment. This timeline of action items helps us ensure a successful outcome and that the Institute's investment is made in the areas that will provide the greatest ROI.

# DISCOVERY

## MISSION, OBJECTIVES, & AUDIENCE

This project's mission consists of the ideas and goals the O'Neill Institute has for the website and the Institution as a whole. In this beginning stage of the process, NOVA Advertising works with the O'Neill Institute to determine the website's exact objectives and how they believe the updated website should function. Our team will provide you with various design and functionality options. The information we collect from our initial meetings will dictate the choices and recommendations we make in developing the website and content.

## PROJECT AND RELATIONSHIP MANAGEMENT

When beginning this project, we will establish a documented set of policies, processes, and procedures. A designated project manager will be assigned to this project and act as your primary point of contact. Your project manager will oversee the entire website redesign process to provide quality assurance and ensure timely completion.

NOVA Advertising will use a comprehensive list of action items, checklists, and procedures uniquely tailored to your project. Our approach also includes constant communication between team members to encourage effective collaboration. In the early stages of this project, we will hold daily meetings to get status updates from everyone to answer three questions:

1 What has been completed since yesterday?
2 What will you work on today?
3 Are there any issues or concerns that may cause delays?

## FUTURE VISION

NOVA Advertising will plan and predetermine functionalities based on the O'Neill Institute's future vision and objectives. For example, the Organization will launch an interactive Q and A section on the website in 2021. NOVA Advertising will prepare the baseline for this purpose.

# FUNCTIONALITY AND REQUIREMENTS

### HOME PAGE

This page will be the first impression for a visitor and acts as a starting point for exploring the website. A website's homepage houses brand identity, and the O'Neill Institute's brand will be seamlessly communicated on the new homepage. The updated homepage will not only have a gorgeous design and effectively integrate a new content strategy, but it will also provide visitors with easy access to the information they are looking for.

### FLEXIBLE PAGE TEMPLATES

Our web design team will create and implement responsive design options that will work with various formats such as smartphones, tablets, and desktops. The templates we build will have options for different column settings, content scheduling, page previews, and display settings (image, video, audio, etc.). All page templates will be fully accessible and adhere to website standards, including web content accessibility guidelines.

### ABOUT PAGE

The "About Us" page of any website is an important marketing tool undervalued by many. Your new "About Us" page will have a design and optimized content that reflects the organization and the importance of the law in solving health issues. This page will educate and inspire visitors by using content and social media integration to share the Institute's aspirations

### NEWS PAGE

Visitors to your website will want to know the latest developments in legal news, and they will want to find specific news easily. Your team already does a great job of providing high-quality news updates on the website, and a new sleek page design will

certainly make them even better. We will design a news page that puts all written content into a flawless format that is pleasing to view and provides readers with all the information they seek. Any type of digital content such as images or videos, will be compatible with the updated "News Page" to increase clicks and pageviews.

### BLOG PAGE

Having consistent content updates in the form of a blog page is critical to website performance, and the O'Neill Institution communications team has done just that. However, NOVA Advertising wants to provide your bloggers with a new blog page design that will entice more readers and social media sharing.

### THEMATIC AREAS

The thematic area pages on the current website will benefit from having extended and optimized content. NOVA Advertising will also incorporate an intuitive page design consistent with each of the thematic area pages and allow easier navigation around the detailed information provided in these pages.

### ACADEMIC PROGRAMS

SEO strategies such as improving metadata will help attract and reach more candidates for your academic programs. We will also highlight specific academic programs on the homepage and sidebars.

### WIDGET OR COMPONENT OPTIONS

The updated website will provide additions of and improvements for the following:

- Headers and footers
- Content tags and site search
- Menu navigation
- Content bars, text callouts, and photo overlays
- Image galleries, slideshows, and lightboxes
- Responsive charts and tables
- Call-to-Actions, promotions, and buttons
- Banners, billboards, and cards
- Interactive and dynamic elements

### EVENTS CALENDAR INTEGRATION

NOVA Advertising will integrate The Events Calendar plugin for your new website to handle event management.

### ALERTS AND EMERGENCY PAGE

Emergency website alerts are now critical for organizations due to the current global COVID-19 pandemic. Your updated website will have the ability to display emergency banners and alerts for your online visitors. Any urgent updates to information on the site will be immediately taken care of by our web team.

### SEO AND SOCIAL SHARE

NOVA Advertising is proud to have SEO experts on our team who will optimize your website for launch and regularly monitor your SEO performance. In addition to our SEO services, we will add all social sharing options to the new site, including:

- Different display title
- Ability to customize meta information including images for social sharing and search
- Preview of social sharing and search results

### GOOGLE TAG MANAGER & GOOGLE ANALYTICS INTEGRATION

Google Tag Manager (GTM) will facilitate Google Analytics integrations. GTM will shuttle information from the CMS using a data layer, or javascript variable, to pass information such as the content published, last modified dates, author, and tag information to Google Analytics.

### EASE OF USE FOR ADMIN INTERFACE

Regardless of the CMS, we will provide a simple admin interface for all content writers to ensure that new information can be added to the website without any major issues.

### SITEMAP

Our team will create a text-based sitemap for the new website and review it with your team. Once the text-based sitemap is approved, we will provide you with a graphic mockup of the sitemap.

# CONTENT GATHERING AND WRITING

### IN-HOUSE CONTENT CREATION

NOVA Advertising will develop new written content for the website. Almost all content will be written in-house. However, you are the professionals in your field, and we welcome insight/tips for best practices on your website's content.

### SEO CONTENT

All content created by NOVA Advertising will be fully optimized for search engines by following best SEO practices.

# DESIGN

### WEBSITE ARCHITECTURE

Your new website's structure should mainly focus on providing a great experience to your visitors and to enable search engine crawlers to properly crawl your site for faster indexing (to rank in search engines such as Google). NOVA Advertising will work with the O'Neill Institute to determine how information should be organized to create the optimal website structure that will best fit the Institute's priorities. This process will include a website wireframe and a graphic mockup of the sitemap.

### CUSTOMIZATION

A uniquely designed website will provide your online visitors with an experience that will keep them scrolling, clicking, and returning for more information. Our website personalization services include custom graphics and templates that are created by our creative design team.

### PHOTOGRAPHY

Adding more images and videos to your new website will provide depth and context to important information about health law. NOVA Advertising has an existing library of visual assets that can be used for the website and the visual design.

# DEVELOPMENT

### CODING

At this step, we start creating the website itself. Graphic elements that have been designed during the previous stages should be used to create an actual website. The homepage is created first, and then all sub-pages are added, according to the website hierarchy that was previously created in the form of a sitemap.

### SETUP AND CONFIGURATION OF CMS

Once the website is coded, we install and integrate it with a content management system to make it easy to update and manage.

### CONFIGURATION OF CUSTOM COMPONENTS

At this stage, we develop the custom functionalities of the new website. These integrations include interactive contact forms, event calendars, blogs, and more.

### INTEGRATION WITH GOOGLE ANALYTICS

We integrate the website with existing or new Google analytics. This integration allows our team to track all user activity and monitor or forecast website traffic and engagement and other important KPIs.

### INTEGRATION WITH GOOGLE AND BING SEARCH CONSOLE

Google Search Console will be integrated to monitor, maintain, and troubleshoot your site's presence in Google and Bing search results.

### SPEED TESTING

Our web team will evaluate, run diagnostics, and troubleshoot load speeds and performance optimization to ensure optimal website performance.

### TESTING AND QUALITY ASSURANCE ON BROWSERS AND DEVICES

We will also compare and analyze the behavior of your website in different browser environments and devices. Testing such as this helps ensure that your website delivers the best user experience, independent of the browser or device used.

### USABILITY AND NAVIGATION TESTING

We perform various user testing scenarios to analyze how users navigate through the new website, given a specific task or goal.

# DEPLOYMENT

### WEBSITE MIGRATION

In this step, we go from a staging site to a live site, and the new website replaces the old one in a live environment.

### CONTENT ENTRY

Manual entry of all the content for the pages on the sitemap and completion of all secondary pages setup

### DETAILED ANALYSIS OF CONTENT AND SEO-BASED SUGGESTIONS

We will perform a full SEO audit and complete the SEO checklist for the new website. This includes, but is not limited, to 301 redirects, creating custom meta titles and descriptions, content-based suggestions, and troubleshooting any other SEO related issues.

### QUALITY CONTROL PERFORMANCE TUNING AND LOAD TESTING

As your new website goes live, our team will perform ongoing monitoring of the new environment.

## SECURITY CHECKLIST

This step consists of a comprehensive security checklist and diagnostics. We will fully secure the content management system and install an SSL security certificate and integration of malware monitoring systems.

## CMS MANUAL

We will provide you with a style and template guide and editors with documentation in an easy-to-access format.

## CLIENT TRAINING

To provide you with more control over your website, we offer optional online training and screencasts of the content management system's backend and functionality.

## POST-LAUNCH SUPPORT

After your new website has launched, we will provide full technical support for a period of 90 days.

**PLEASE DON'T HESITATE TO REACH OUT TO US IF YOU HAVE ANY ADDITIONAL INQUIRIES. YOU CAN SUBMIT YOUR QUESTIONS BELOW OR BY CALLING (703) 987-9168.**