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Graphic Design			
 New wireframe	✓ based on best practice library	✓ custom, based on results of UX consultation	✓ custom, based on results of UX consultation
 New design	1 concept, 2 rounds of revisions	1 concept, unlimited revisions	Premium Plus website design - 1 concept, unlimited revisions
 New sitemap		✓	✓
User Experience Consultation			
 Stakeholder survey		✓	✓
 Site analytics report		✓	✓
 Online community survey		✓	✓
 User testing		✓	✓
 Comprehensive site usability report		✓	✓
Content Strategy			
 General content strategy overview (1 hour via WebEx)		✓	
 Content development and migration best practices guide		✓	✓
 Website content best practices guide		✓	✓
 Website personas, communicating with your audience & task evaluation exercise materials		✓	✓
 Writing for the Web textbook			
 Customized Writing for the Web training (1 day on-site)			✓
 Evaluation to create custom content strategy (1 day on-site)			✓
Training			
 Refresher training course (4 hours via WebEx)		✓	✓
Price	\$8,000 (included)	\$20,000	\$47,000