

UVI Microsite Features and Pricing

The University of the Virgin Islands (UVI) web-based content management system allows UVI employees and approved students to easily create, update and delete webpages, PDFs and images via an intuitive online user interface. UVI has a variety of templates to manage different types of content including news, events, slideshows, photo galleries, documents, and standard web content. UVI's website content management system and design templates are available to UVI entities desiring a site with different information architecture, design, layout, navigation, and/or color scheme than the main UVI website. Beacon Technologies, UVI's website hosting provider, offers a robust, full-service hosting infrastructure at discounted rates for UVI. Together, we have listed below a variety of microsite and website hosting options.

All UVI sites include monthly website traffic reports, accessibility compliance evaluation, dedicated web server space, monthly web publishing trainings, user's manual, and search engine optimization (SEO). Flat rate and custom web development packages with eForms, digital marketing and social media streaming are available.

Standard Microsite Features

The base microsite package contains the following website features:

- Every page on the microsite will contain the following elements:
 - Branded color scheme - Up to two accent colors (selected from UVI's 12 brand colors) to customize the following design elements:
 - The horizontal lines immediately below the UVI logo and below the top navigation menu bar
 - Right column headings (i.e. "Video Gallery")
 - The bullets used throughout the site
 - Call to action buttons below the left navigation area
 - Contact button in the site footer
 - Site Header
 - Organization/Microsite name to be displayed directly under UVI name treatment in site header
 - Internal site search with the option to search microsite only or all of UVI
 - Optional drop down menu
 - Top navigation menu bar
 - Bread crumb navigation (except home page)
 - Social Sharing Icons/links (email, print, social media) - aligned right, in same row as breadcrumbs at the top of every page (except home page)
 - Footer
 - Customizable text in site footer
 - Social media icons using organization's accounts for Facebook, Twitter, YouTube, etc.
 - Quick links to internal or external webpages
- Home page
 - Rotating banner images with captions
 - Left column
 - "Information for..." links audience specific pages (optional)
 - Up to three call out buttons (optional)
 - Main content area - The Website Content Management System editor will be able to enter heading text, body content, images and hyperlinks via a WYSIWYG editor.
 - Right column widgets (optional) - The right column can optionally any of the following content: up to five navigation links, YouTube video player, links to news articles

- Standard page
 - Left column
 - Unique organizational logo to appear in left column above navigation
 - Navigation - The selected top navigation folder name will be displayed at the top of the left navigation column. The selected page will be highlighted with a color and/or graphical element. The pages listed will be displayed dynamically to show all navigation items in this section. Navigation links to other sections of the site can also be added here so that links to pages that are hosted elsewhere in the site can be displayed in the navigation.
 - Main content area
 - Rotating banner images with captions (optional)
 - Content area - The Website Content Management System editor will be able to enter heading text, body content, images and hyperlinks via a WYSIWYG editor.
 - Expand/contractible text area - Allows content editor to create collapsible lists with a heading and subtext. The subtext will include a WYSIWYG editor, which can include hyperlinks and images, if needed.
 - Right column widgets (optional) - The right column can include any of the following content: up to five navigation links, spotlight YouTube video player (video widget), spotlight thumbnail image and title (image widget), and/or spotlight text (content widget).
- News
 - Listing Page - all news articles will be automatically listed on a “News Listing” page that will be sorted in date order, with the most recent items first, including the title (hyperlinked to the item detail page), the date and summary text.
 - Detail Page - The selected article detail page will display the article title (bold text), a main content area (that can include text, images, hyperlinks, etc.), an optional image floated to right of article title and date and the article contact name, email, and phone
- Photo Gallery - The photo gallery template can be used to create a photo gallery in any area of the microsite. The main content area of the page will display a large image with caption text displayed underneath and a strip of thumbnail images that can be rotated and or clicked upon to display the selected image. An unlimited number of photos and captions can be uploaded by the client to the website content management system for display in each photo gallery.

Pricing

- Requirements gathering and analysis (includes one information gathering meeting with client, business requirements document, wireframes document) - 8 hours
- Set up microsite (no content entry or image upload) - 8 hours
- Project management, testing and launch - 8 hours
- 24 hours of work - \$3,000 (no content creation, migration or training included)

Add-Ons

The following optional features are not included in the base microsite package but can be added for an additional fee:

- Electronic forms - Beacon can create electronic forms in Spectate for display in the microsite for the rate of \$500 per form. Includes “Request Information” or “Contact Us” forms.
- Content migration - No page creation is included in the base microsite package, but can be added for an additional fee.
 - Pricing
 - \$30 per page if provided in Word format or non-Cascade website
 - \$20 per page if page content already exists within UVI’s Cascade server and does not need to be modified except to match new microsite design
 - All content data will be provided by the client in Word or HTML format



- All images to be displayed will be provided by the client in the size and format defined by Beacon
- Photo gallery - No image import is included in the base microsite package for the photo gallery template, but can be added for an additional feed:
 - \$10 per page/image
 - Client to provide images and caption text in the size and format defined by Beacon
- Beacon can create logo and other graphics upon request.
- Digital Marketing Services – Beacon’s Digital Marketing team can provide customized search engine optimization, conversion optimization, and Google Analytics consulting services upon request.

Timeline

Once a contract is approved by the client, a timeline will be provided to the client with an anticipated start of project, project milestone dates and projected launch date. As a frame of reference, however, the following guideline is provided:

- A project will generally begin with a kick-off meeting within two weeks of signing of the project.
- The analysis and requirements gathering phase of the project, where the design and content requirements of the site will be determined, will generally take three weeks.
- The site development phase will usually take two weeks.
- The content migration phase will vary according to who will be entering the content in Cascade and how familiar they are with Cascade Server. A good rule of thumb is usually 1 week per page if being implemented by a new Cascade user. If Beacon is contracted to migrate all the content, then 2-4 weeks for up to 50 pages of content is a good estimate.
- Using the estimates above, a 25 page microsite with Beacon migrating all of the content could take up to eleven weeks. If the client were entering all of the content, it could take up to 32 weeks.

Example

- cell.uvi.edu – The Community Engagement & Lifelong Learning (CELL) Center microsite was created in about 4 months for about \$4,500. The CELL site debuted in January 2014 with 26.5 megabytes of website content. UVI Contact: Caroline Polydore Simon

Custom Designed, UVI branded websites

Website functionality or design features not listed above, even if available on the main UVI site, are not included in the scope of a standard microsite project and thus must be quoted separately as a “custom designed, UVI branded website.” All custom designed website projects include a user’s manual and training.

Website Hosting Options

- Shared Server Option:
 - UVI microsite on shared server with 3 gigabytes of disk space, 30 gigabytes data transfer, FTP access and CGI-Bin. No website content management system. Onetime setup fee of \$249 and \$420/year (invoiced by Beacon).
- Dedicated Server Option:
 - UVI microsite on UVI’s dedicated web server with Cascade Server’s website content management system and monthly Google Analytics website traffic report. Onetime setup fee of \$249 and \$10 per megabyte of disk space/year (invoiced by UVI).

If you are interested in any of these options, please contact the University’s Webmaster, Moneca Pinkett, by calling (340) 693-1495 or emailing mpinket@uvi.edu. Rates valid through December 31, 2014.