



COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS AGENDA ITEM REQUEST FORM

The Board of County Commissioners meets the 1st and 3rd Thursday of each month at 5:30 p.m. in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: April 28, 2020

Meeting Date: May 7, 2020

Name: Paula Vann

Department: Tourist Development

Division Manager's Signature: _____

A handwritten signature in blue ink, appearing to be "Paula Vann", is written over a horizontal line.

1. Nature and purpose of agenda item:

Approve ITI Digital contract to build and implement Search Engine Optimization pages developed by Socratik

2. Recommended Motion/Action:

Approve ITI Digital contract for \$6,000

3. Fiscal impact on current budget.

This item is currently budgeted. The account number to be charged is 107-5200-552.30-55 Advertising




971 WEST DUVAL STREET • SUITE 145 • LAKE CITY • FLORIDA • 32055

MEMORANDUM

Date: April 29, 2020

To: David Kraus, Assistant County Manager

From: Paula Vann, Tourist Development Executive Director 

Re: ITI - Website SEO Implementation - \$6,000

Columbia County Tourist Development requests approval of the ITI contract to implement initial SEO pages developed by Socratik for \$6,000. Details can be found in the attached contract and deliverables spreadsheet. Additionally, this was included in my 2020 marketing plan and budget presented to the TDC in July.

| | |
|-----------------|--|
| Date | April, 2020 |
| Company | Columbia County Tourism Development Council |
| Contact | Paula Vann |
| Title | Executive Director |
| Address | P.O Box 1847, Lake City, Florida 32056 |
| Phone | 386-758-1312 |
| eMail | pvann@columbiacountyfl.com |
| URL | https://springsrus.com |
| Service | SEO Tasks Implementation & Development |
| Contract Period | May 1, 2020 – September 30, 2020 |
| Agency Fee | \$6,000 one-time development task. Payment in full for the period of this contract is due upon the starting date. |

Scope of Work - SEO Tasks Implementation & Development

According to the outlined tasks proposed by Sokratik’s partner agency and Columbia County TDC, ITI Digital will implement the following scope of work. This scope of work is quoted for a one-time development phase.

- Implementation of all technical SEO tasks as outlined in the support document “Columbia_County_Technical_SEO_TASKS” provided by Sokratik.
- Two rounds of revisions by Columbia County TDC
- Testing and quality assurance of development tasks
- Publish new updates to website / CMS live
- Communication and collaboration with partner agency Sokratik as needed.
- Report of implemented tasks - detailed reporting of before and after page status

Terms of Service

ITI Digital does not ensure any improvement on search engine rankings nor guarantees any specific search optimization deliverables upon completion of this scope of work. The SEO results are strictly to be performed between Sokratik’s and Columbia County TDC.

Any work that exceeds the selected package or if no support plan package is selected, the client will be billed on **an hourly basis of \$120 per hour**. Work within the package of choice will be billed in one-hour increments.

What is not included?

Web page layout updates, image editing, graphic design, graphics editing, database design, database changes, programming, and search engine optimization. Website redesign, realignment or re-development. ITI will submit a quote for the services upon request. CMS design or integration including but not limited to blogs, shopping carts, and web forums. ITI Digital is not responsible for rewriting sentences, restructuring paragraphs, or checking for typing errors, misspellings, etc.

Deadlines & Deliverables

ITI Digital will respond to all maintenance requests from "The Client" within 48 hours on weekdays and 72 hours on weekends, via email or phone or through our Support Ticket System with a confirmation that the request was received, and estimated completion date for each action item in the request. ITI Digital will adhere to all quoted deadlines for the deliverables in the maintenance requests at all possible costs. In the event that ITI Digital has any issues in delivering on a quoted deadline, "The Client" will be notified via email or telephone the reasoning for any change.

Additional Services

Any revisions, additions or redesign "The Client" requests ITI to perform that is not specified in this document shall be considered "additional" and will require separate agreement and payment. ITI shall advise "The Client" on any requested work that falls within these bounds.

Customer Acknowledges

ITI Digital has no control over the policies of search engines or directories with respect to the type of sites and/or content that they accept now or in the future. Customer's website(s) may be excluded from any search engine or directory at any time at the sole discretion of the search engine or directory entity.

If changes are made by ITI Digital according to Customer's information, and the changes submitted by the client are not correct, additional time to remedy the changes fall under the maintenance hours of time allotted.

Limited Liability

The client acknowledges that the service provided is of such a nature that service can be interrupted for many reasons other than the negligence of ITI Digital and that damages resulting from any interruption of service are difficult to ascertain. Therefore, the client agrees that ITI Digital shall not be liable for any damages arising from such causes beyond the direct and exclusive control of ITI Digital. Client further acknowledges that ITI's liability for its own negligence may not, in any event, exceed an amount equivalent to charges payable by the client for services during the period damages occurred. In no event shall ITI Digital be liable for any special or consequential damages, loss or injury. ITI Digital is not responsible for any damages your business may suffer. ITI Digital does not make implied or written warranties for any of our services. ITI Digital denies any warranty or merchantability for a specific purpose. This includes loss of data resulting from delays, non-deliveries, wrong delivery, and any and all service interruptions caused by our server.

ITI Digital has no control over the policies of search engines or directories with respect to the type of sites and/or content that they accept now or in the future. Customer's website(s) may be excluded from any search engine or directory at any time at the sole discretion of the search engine or directory entity.

SIGNATURE PAGE

I understand that I will be billed for the quoted plus any production charges incurred for creative work other than outlined within this insertion order. I understand that all charges are due within 30 days from the billing date and that a finance charge of 1.5% will be applied to any unpaid balance after 30 days.

Organization: Columbia County Tourism Development Council

Services: SEO Tasks Implementation & Development

Contract Period: May 1, 2020 - September 30, 2020

Fee: \$6,000 one-time fee reflecting the support plan of choice (as indicated above)

No Early Termination; No Refunds.

The contract period will end on the expiration date and the agreement cannot be canceled early. All articles are written within 30-days of the signed insertion order and marketing strategies are committed. We do not provide refunds.

**Payment Terms: 30 days from the date of the signed agreement*

Accepted on behalf of:

Columbia County Tourism Development Council

Signature: _____

Paula Vann

Executive Director

Franci C. Edgerly

Accepted for ITI Digital:

Franci Edgerly

CEO & Founder

Please return signed insertion order scanned by email to franci@iti-digital.com

| Page / Component | Issue / Recommendation | SEO Priority | Implementation Status | Owner | Notes |
|--------------------------|--|--------------|-----------------------|----------------|---|
| Tech / Canonical Tags | All web pages are missing canonical tags. These should be added to avoid duplicate content issues. Each URL should canonicalize to itself, using the non-www version of the URL. | Very High | Not implemented | ITI | |
| New Landing Pages | To support the landing pages we are developing, we will need the ability to create landing pages. Ideally, we can use a URL structure that reflects the current map categories. For example, a new landing page URL would look like this: https://springsrus.com/water-places/charles-springs (Socratik to provide final URL structures) | Very High | Not implemented | ITI & Socratik | Socratik is still developing our preferred URL structure for the new content. |
| Tech / Header tags | Header tag structure is incorrect. There should only be a single H1 per page, and all headers underneath should be in correct hierarchical order. Socratik will provide further instructions in our on-page optimization recs | Medium | Not implemented | ITI & Socratik | |
| Blog Menu | Consider adding a newsletter signup to the blog sidebar to increase conversion rate of sign ups | Low | Not implemented | ITI | |
| Blog posts | Blog title is repeated on each blog post Let's ensure it is only mentioned once. The top title appears to be an empty link. | Medium | Not implemented | ITI | |
| Blog posts | Title of the post should be tagged as an H1. Titles are currently tagged as H2s | High | Not implemented | ITI | |
| Broken URLs w/ backlinks | There are several broken pages on the website. These need to be 301 redirected to the appropriate page. Socratik will provide a list of 1:1 redirects for the ITI team to implement. | Very High | Not implemented | ITI & Socratik | |
| 404 page | There is no 404 page. Need to create one to help users who land on broken pages. The new 404 page should inherit the theme of the website and include popular links. This will help increase user experience. | Medium | Not implemented | ITI | |
| Duplicate titles | Map is creating duplicate titles and descriptions on the website. Need to find a way to pull in unique SEO data for each dynamic URL. Perhaps ITI has a solution here. | Medium | Not implemented | ITI & Socratik | |
| Events | Dynamic event pages are also creating duplicate SEO metadata issues. It would be best if each event had its own landing page. | Medium | Not implemented | ITI | |
| Search | Search results with query parameter URLs should have meta robots NoIndex tag. Users searches are being indexed by Google, resulting in unnecessary pages being crawled. We need to add the following line to the robots.txt file: Disallow: /search | High | Not implemented | ITI | |
| Search | Site search bar is not getting cut off on certain pages. Let's ensure that the search bar is always visible. https://cl.ly/bb207ca8f7ea | Medium | Not implemented | ITI | |
| Businesses | All web pages are missing canonical tags. These should be added to avoid duplicate content issues. Each URL should canonicalize to itself, using the non-www version of the URL. | Medium | Not implemented | CC & Socratik | |
| General / Tech | There are multiple versions of the website being indexed due to the www and non-www both being accessible. We need to make sure the correct canonical is being set so that only one version is indexed. Otherwise, we could have duplicate content issues. | Very High | Not implemented | ITI | |