



Websites / Social Media /  
Search Engine Optimization  
Benchmarking / Best Practice /  
User Experience / Trends & Innovation



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SANDPIEPER  
DESIGN

# Grand Rapids EDA

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Jan  
2025

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*Prepared by: Katie Pieper*  
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# SANDPIEPER

## DESIGN

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Website and SEO Proposal for Grand Rapids EDA  
Prepared by: Katie Pieper  
SandPieper Design, Inc.  
January 9, 2025

SandPieper Design, Inc. would like to thank you for the opportunity to partner with grandrapidseda.com on your marketing efforts for 2025 and beyond maximizing it to its fullest potential.

### **ABOUT OUR COMPANY:**

Since 2007, SandPieper Design, Inc. offers a wide range of graphic, web design, and marketing services. Specializing in website design and development, hosting, Search Engine Optimization (SEO), graphic design and social media, we assist business growth and development through eye capturing visuals and appropriate target market focus. "Websites create virtual storefronts and we are passionate about extending uniqueness and desired ambiance through great design." Each website we work on is carefully researched to ensure the latest SEO for ultimate global search engine impact. Our websites and marketing services are completely customized to meet your group or business's unique needs and requirements. Our innovative, vision-driven team prides ourselves on superior customer service and turning website pains into successes.

Social media, blogs, and your website enhance the likelihood of bringing people to your website through photography, tell-tale blogs, resources, and videos. Our team has worked with many clients across the northern border of Minnesota for the past 18 years, helping them with marketing campaigns, increasing their social media reach and building traffic to their websites. We feel communication is key to a successful partnership.

We have built websites for clients all across the United States, here are few relevant and newer web projects SandPieper Design has designed, programmed, and marketed.

<https://www.co.lake-of-the-woods.mn.us>

<https://goroseau.com>

<https://gethookedforlife.com>

<https://visitigh.com>

<https://hallockmn.org>

<https://lakeofthewoodsmn.com>

<https://visitgrandrapids.com>

<https://hallockmn.org>

We measure success for clients based on several factors: project completed on time, project completed on budget, project exceeded clients expectations as well as our own high expectations.



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## Work Plan and Deliverances:

### **WEBSITE HOSTING SERVICE / MAINTENANCE (optional)**

**\$35.00/month**

- Dedicated website hosting account with 20 GB website storage space
- Global site performance with fully-managed CDN included
- Daily backups of website; backups are kept for 30 days and may be restored upon request
- Free technical support for website hosting service
- Traffic encryption through SFTP and SSL certificates
- SSL Certificate included
- Automatic website software and plugin updates upon verification of stability
- Immediate software security updates

### **WEBSITE DESIGN, PROGRAMMING**

**Estimate \$6,500.00 - \$7,500.00**

SandPieper Design would assist in adding design for an estimate of 25-30 pages. We will mock up a design for the overall look for approval and add the fresh modern design to the website to follow the latest trends, user experience, and mobile responsive capabilities.

### **ADVANCED SEARCH ENGINE OPTIMIZATION FOR AI**

**\$1,500.00**

### **ADA COMPLIANCE PROGRAMMING FOR FULL WEBSITE**

**\$2,500.00**

### **YEARLY ADA AUDIT PLUS UPDATING PDF'S TO MEET COMPLIANCE THROUGHOUT THE YEAR**

**\$1,600.00/year**

### **PLUGIN TO RUN SCAN WITH UPDATED LAWS**

**\$179.00/year**

### **WEBSITE MAINTENANCE**

**\$95.00 /hourly**  
*with a minimum charge of \$45*

SandPieper Design will respond within 24 hours, typically we respond within a few hours. We complete updates within 48 hours unless otherwise discussed with the staff. If marked urgent we can almost always get it done within a few hours.

We pride ourselves with being fully flexible with our clients. If you feel like you need us; for example 5 hours a month for website maintenance we can build a monthly package to fit your needs. Otherwise we just bill our hourly rate with a minimum charge of \$45 when changes are needed.



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### OTHER SERVICES AVAILABLE:

#### SEARCH ENGINE OPTIMIZATION

##### Quartly/Annual SEO

**\$100 quarter/\$400 annual**

- With SEO maintenance as a core part of SEO strategy, we recommend either a quarterly or annual check up to refresh meta descriptions, alt tags, update keyword targeting, fix broken links, and more.

#### REPORTS

- SEO reports - every 30 days. Includes keyword ranking, search traffic, total impressions, total keywords, avg. position of keywords, break down of top winning blog posts and top winning key words and the ability to click to view full report. Must have extended plugin for reports. **\$199.00/annual**
- Google Analytics Reports - Delivered monthly by email. **\$85.00/per year**

#### GRAPHIC DESIGN

**\$90.00 /hourly**  
*with a minimum charge of \$45*

Since 2007 SandPieper Design has been working with business owners not only in Lake of the Woods, Roseau, and Koochiching Counties, but around the country on graphic design. An attention-grabbing website coupled with alluring print materials will create a positive impression of your brand in the minds of potential customers. We have helped out clients with social media graphics, logos, flyers, advertisements, brochures, business cards, magazines, annual reports, signage, tradeshow graphics, and so much more. We care about each and everyone of our clients and put great care into each project so you stay ahead of the industry with eye-popping graphics that will stand out and get you noticed.

#### SOCIAL MEDIA (optional)

*According to Google's Senior Vice President, Prabhakar Raghavan, a significant portion of young people, around 40%, are using TikTok and Instagram for searches instead of Google.*

- We recommend some of your budget to go towards Facebook and Google for the target market of 45+ age group.
- We recommend paying attention to TikTok and Instagram marketing for the younger generations. Focus on local testimonials and fun things to do while living there.
- We would need photo and video assets built up for successful marketing strategies.



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## **SOCIAL MEDIA MARKETING PLAN 12 MONTH (optional)**

- Facebook ad campaigns & boost posts cost. **\$275.00/per month**  
Goal: Targeting those looking for jobs
- Facebook Ad Campaign creation and management **\$195.00/per month**
- Quarterly Social Media and Website Analytics Report **\$175.00/per quarter**
- Instagram reel creation and posts for younger generation **\$250.00/per month**
- Web Maintenance - Update jobs page (deleting old job posts, editing jobs, posting jobs as requested and posting business opportunities), sending monthly emails requesting local businesses & resorts submit jobs, updating content on website, etc... **\$450.00/per month**
- Marketing plan updates, posting provided blog posts, SEO and blog posts (2 per month), conference calls with EDA Director to review happening, goals, ideas for blogs, etc...

*\*Additional time billed hourly at \$105.*

**Total Budget Suggested: \$13,475**

*\*PLEASE NOTE THIS IS AN EXAMPLE OF A MARKETING PLAN GEARED FOR EDA'S. THIS IS ALL NEGOTIABLE FOR HOW MUCH YOU WANT TO BUDGET AND DO.*

## **DEVELOPMENT SUPPORT**

- Response time within 24 hours, typically we respond within a few hours. We complete updates within 48 hours unless otherwise discussed with the client.
- Ongoing email and phone support for website development, software administration, and functions for as long as website hosting service is active.
- Software and security updates performed as they are released.
- Daily backup of website files and database; daily virus and malware scan on website files and database. (Backups are kept for one month and may be restored on request).
- Website training: One hour in-person or phone training session included with development of new website builds.
- In the rare event your site went down, we back up your site daily. If the event your website is down due to a server issue or power outage, unfortunately, that is beyond our control. If your site did go down, we ask you to contact your SandPieper Design team as soon as possible. Once we are made aware of the issue, we would be in contact with you during this time, to provide updates or answer questions.



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## **SOCIAL MEDIA (other services we offer)**

- 1 hour monthly for PPC/Adwords and conferences calls **\$150.00/month**
- Google Ad and campaign set up **\$105.00/per hr**
- Quarterly graphic design for PPC ads **\$90.00/per hr**
- Set up, writing and implementation for PPC ads **\$350.00/per campaign**
- 1 hour monthly for social media training/consulting **\$150.00/hr**

*\*Additional time billed hourly at \$105.*

## **SOCIAL MEDIA AD COSTS**

**TBD**

- The customer chooses their monthly budget and is billed to their credit card.  
The minimum is \$5 per day for most Social platforms

## **UTM AND TAG MANAGER TRACKING (optional)**

**\$250.00/month**

- Includes print advertising or digital advertising setting up UTM codes and specific tracking information in Tag Manager for Google Analytics and reporting.



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## STAFF

The implementation of your marketing and design will be lead by a team of 4 skilled professionals who have over 40 years of combined technical skills, artistic talent, and a passion for marketing. Your team will be lead by: Katie Pieper, Owner of SandPieper Design & Senior Marketing Designer. Katie will be the lead on the proposed project. Courtney Hanevold, Creative Designer, will be assisting Katie by adding content and imagery to digital marketing, she will also assist in photography and video branding. Julie Kaczmar, Marketing Director, will be your eyes and ears. She will deliver requested research, provide her social media expertise, will direct social media campaigns, work with the team on SEO, and will be another point of contact during the process. Paige will contribute her keen eye of design on digital and print marketing pieces.

**Katie Pieper:** Katie has a Bachelor of Science in Graphic & Website Design. She has been in the Graphic & Web Design Industry for 24 years. She started as an art director for Digi-Key Corporation out of college and since then has worked for a few newspapers and commercial printers. In 2007 Katie and her family had the opportunity through her husband's job to move from Brainerd back to Baudette. With this opportunity she took advantage of starting her own business and seeing the need to bring quality, affordable design and technology to the area. With support of the community and surrounding areas over the last 14 years SandPieper Design has grown to 4 employees as well as clients spreading across the country. Katie has a love and passion for every project she works on and strives to creatively exceed the artistic and technological task for each and every client.

**Courtney Hanevold:** Courtney has a Bachelor of Arts in Graphic Design. Through out her college education, she also gained knowledge in Photography as well as Web Design; all visually appealing outlooks. Courtney joined the SandPieper Design team in 2010 as an intern while still attending college. After graduation, she became a full time employee mainly specializing in Web Design. Since then she has assisted, created and completed multiple creative Graphic and Web Design projects for SandPieper Design. In 2010, Courtney also started her own Photography business, her strong suit being Weddings & Seniors. She also had a Lifestyle+Fashion blog that she and a friend create and execute together. They have been featured in Fargo magazines, and also been selected to be in an upcoming video/commercial. Possessing multiple jobs and hobbies, Courtney is an expert with time management and deadlines. Retaining knowledge in Graphic Design, Photography & Web Design makes Courtney a strong, versatile asset to the SandPieper Design team as she has a creative eye for professionally composed designs.

**Julie Kaczmar:** Julie has a Bachelor of Science in Marketing with a passion for Social Media and an eye for detail. After graduating college, Julie began her career as a Media Consultant for a CBS affiliate, then moved on to work with an ad agency. In 2006 Julie moved to Baudette with her husband and children and was hired as a Marketing Consultant not only by SandPieper Design, but also Lake of the Woods School. While living in Baudette, Julie also did contract work for Northwest Community Action and spent many hours volunteering in the community. In 2009 Julie was hired by PMI Entertainment Group to do marketing for events and create a social media plan for the Resch Center in Green Bay, WI. In addition to leading the development of the Resch Centers social media presence, Julie was the Marketing Assistant for their USHL hockey team, the Green Bay Gamblers, and was a Marketing Manager for assigned concerts and events. The first concert Julie did marketing for was Kenny Chesney and the Zac Brown Band at Lambeau Field. Currently, Julie



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is the Marketing Director for SandPieper Design and works with clients across the country developing marketing plans, maintaining social media platforms, advising & training clients on social media and serves as the main point of contact for the majority of SandPieper Design projects. Julie stays up-to-date on the latest social media, SEO and marketing trends so SandPieper Design clients can be a step ahead of their competition. Julie's goal is to help clients create connections with their customers. She is creative, highly motivated and loves her job.

**Paige Moser:** Paige grew up in a small town, just south of the Canadian Border in Roseau, MN. She earned her Bachelor of Fine Arts in Graphic Design & New Art Media from the University of North Dakota in 2014. She moved back to Roseau in 2015 and landed an awesome opportunity to expand her creative mind at SandPieper Design. That same year she also, started a small side business, Paige Nichole Designs, where she was able to showcase her artistic abilities doing abstract paintings and repurposed furniture and home decor. In 2016, Paige and her fiancé started a screen printing and apparel business, Peace Grenades. Their hope for Peace Grenades is to give back a portion of their profits to art programs and children's organizations in need.

## REFERRALS

Deb McGregor  
C 218.556.3288  
<https://debmcgregor.com>

Visit Grand Rapids  
Megan Christianson  
C 218.259.0572  
<https://visitgrandrapids.com>

Visit Inver Grove Heights  
Lilly Smith  
P 608.769.7394  
<https://visitigh.com>

Roseau Tourism & Chamber of Commerce  
Sinnamon Krings  
P 218.242.1315  
<https://goroseau.com>