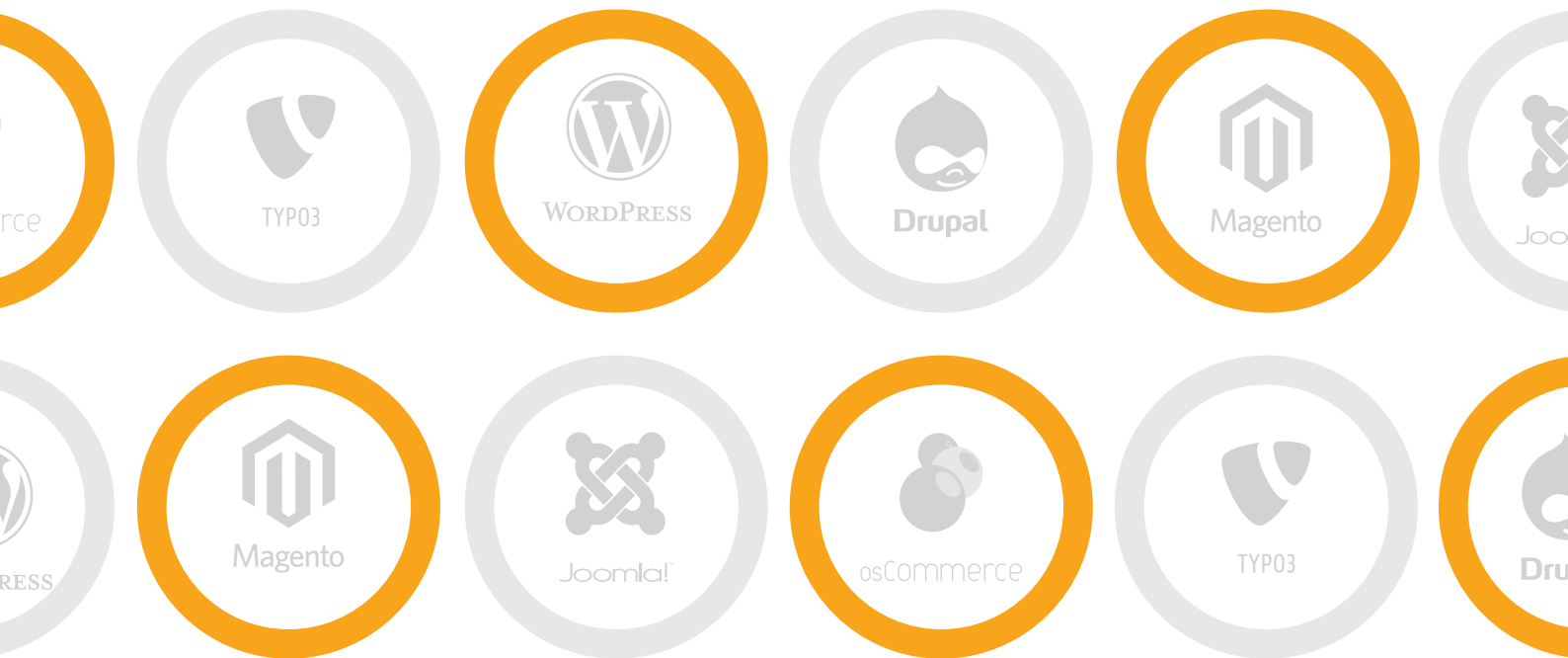


PROJECT NARRATIVE

WEBSITE DESIGN & DEVELOPMENT KINGSVILLE TEXAS

WWW.KINGSVILLETEXAS.COM





EXECUTIVE SUMMARY

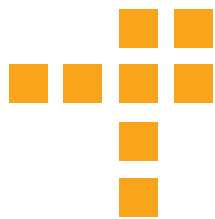
Robert Trescott,

As you review this narrative, it is important to remember the state of emergency that the Kingsville Visitors Center was under when I first began working with you in September.

The brand identity of the CVB was outdated and mismatched the new name of the Kingsville Visitors Center. The original website was developed many years ago on a system that was outdated, difficult to use, and open to a multitude of common security flaws. The KingsvilleTexas.com domain was in the ownership of someone who was not readily available, and the email accounts were inaccessible. There was no social media in place, and the website had no support for Facebook, Google+ or Pinterest. You lacked a singular online presence that had no newsletter or a manageable calendar. Every brochure in your office was not reproducible, poorly designed, and the supply was dwindling quickly.

When we our relationship began, your first priorities were to gain control of your external communications; which included email, internet, and web presence. Your email and web presence have been fully developed and maintained over the past 8 months. You have freshly developed copywriting, photography, and graphics. I think a review of these circumstances, invoices, and accomplishments will show that the City of Kingsville received a tremendous value with my services.

As you approach the end of the narrative, I have provided you with several options to make our relationship more formal and draw down final control of the website. The options include maintenance, security updates, hosting and additional graphic design support for your office on a retainer fee.



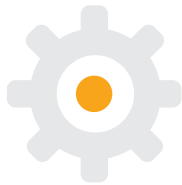
TRENDS OF CONTENT MANAGEMENT SYSTEM

Hi-Res Creative is honored to present the project narrative entailing the Kingsville Texas website design and development project. We understand the importance of our efforts for the organization, and we are committed to providing the best people with the best solution at a price that fits your budget organization.



100,000,000+

WEBSITES USING CMS PLATFORM



WORDPRESS



Drupal



Magento



Joomla!



osCommerce



TYPO3

ARE MOST POPULAR CMS PLATFORMS WORLDWIDE



95%

PEOPLE AGREE CMS ARE EASY EDITING



837,323,872,329

POSTS CREATED USING CMS IN 2012



SEO FRIENDLY

THOUSANDS OF PLUGINS AVAILABLE



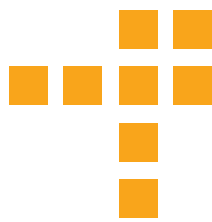
99.8%

WEB DEVELOPERS & WEB DESIGNERS RECOMMEND

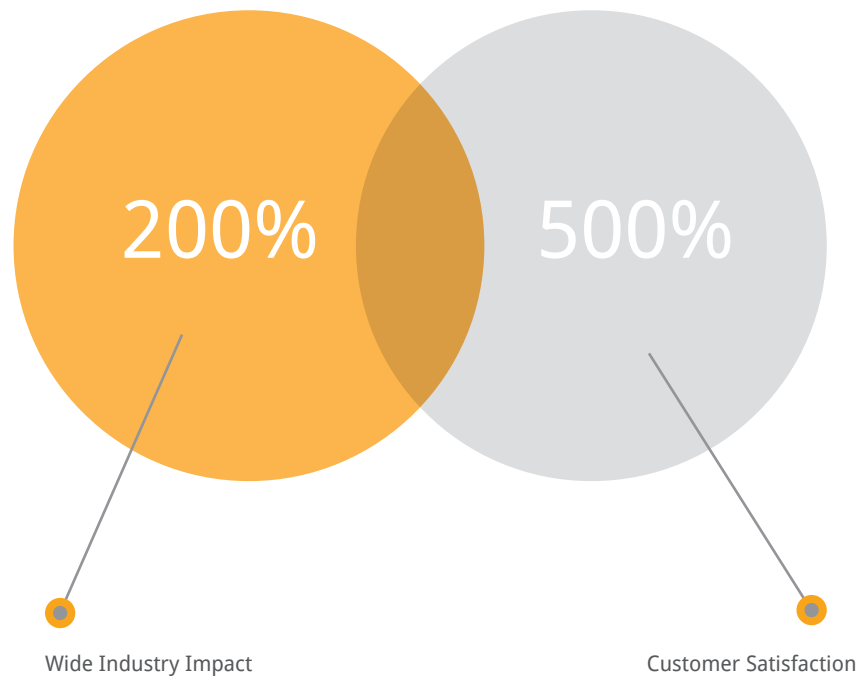


FRESH CONTENT

CMS ALLOWS YOU TO UPDATE PAGES EASILY



COMPANY EXPERIENCE & BACKGROUND



Hi-Res Creative presents the project narrative for the KingsvilleTexas.com website design and development project. At Hi-Res Creative, I understand how important this project is for your organization and have made every effort to meet your requirements in a timely fashion and within your budget.

Established in 2010, Hi-Res Creative has been catering to all kinds of Information Technology Consulting needs of our clients worldwide. Since its inception, Hi-Res Creative has been delivering high quality IT solutions in the marketplace.

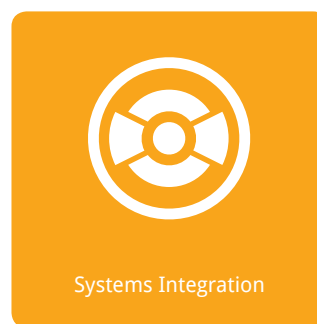
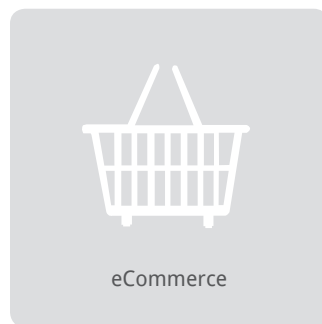
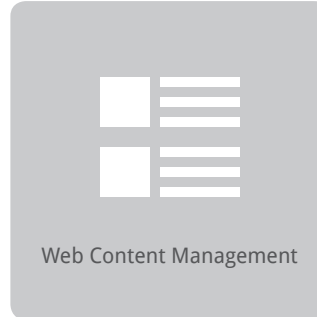
Hi-Res Creative concentrated on each and every aspect of website design and development – designing, development, deployment and support/maintenance that are important for building an efficient web solution. I understand the complexities involved in completing a web design and development project with success. I have worked on a variety of websites for many leading organizations such as 3 Stars Visas & Passports, Southern Charm Boutique & Gifts, and the Coastal Compass Education & Career Resource Center.

For your website design and development project, I developed it to utilize the WordPress Content Management System (CMS); which has been trusted by millions of websites for developing effective web solutions. Wordpress is a leading open source web content management system that has proven to provide a well-developed framework, off-the-shelf features and a vast variety of functions for all kinds of websites. We are sure that the CMS will meet all of the requirements and will enable us to provide the right web solution that will fit both the short term and the long term needs of this project.

In the following pages, I detail how we met each of your technical and functional requirements. Presenting the plan of action and the process that ensured timely and successful delivery of your project.

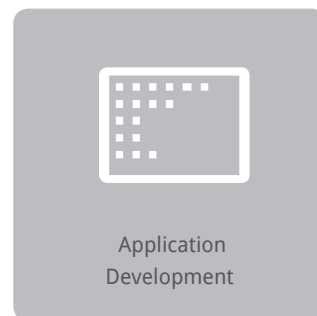
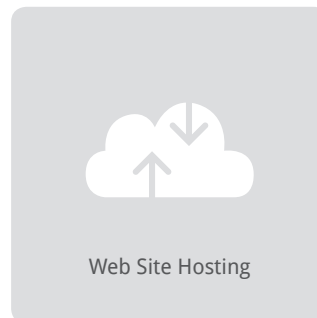


Hi-Res Creative has designed a wide range of web based applications including content management systems, assessment application, service websites, retail POS, health service applications, banking solutions and electronic-cart based website solutions.



We have worked on a variety of platforms such as: Microsoft .Net and SQL Server, Java, SiteCore and CMS (Wordpress, Drupal, Joomla and many more).

At Hi-Res Creative, we engage a team of highly experienced graphic designers, who capture the client vision into attractive and engaging visual designs. Our services include: Website Design, eCommerce Web Development, Project Management, System Requirement Analysis, Website Hosting, Website Content Management, System Integration, and Application Development.





JONATHAN SWINDLE

THE PROJECT MANAGER

“IF YOU WANT TO LIVE YOUR LIFE IN A CREATIVE WAY, AS AN ARTIST, YOU HAVE TO NOT LOOK BACK TOO MUCH. YOU HAVE TO BE WILLING TO TAKE WHATEVER YOU’VE DONE AND WHOEVER YOU WERE AND THROW THEM AWAY.” —STEVE JOBS

I have worked to establish a foothold for my business in the Coastal Bend area for the past several years and am honored to work on a variety of industry projects; such as the recent Coastal Compass Education & Career Resource Center project in the La Palmera Mall.

As a Bishop native, I have learned that home is what you make of it and not what you expect of it. After my time at University of Maine for a Computer Science degree and brief stint in Colorado working for a drilling company, I found myself back home working for a federal grants office at Texas A&M University – Kingsville as a Web & New Media Coordinator. Our main goal there was to increase the Universities capacity for serving low income students. After my time at TAMUK, I chose to explore the opportunities in the Coastal Bend area and procured additional work. I have been recognized by the State of Texas’ Generation Texas campaign as a “Game Changer.”

 DESIGN
  DEVELOPER
  ARCHITECTURE
  LEADER
  AWARD WINNER

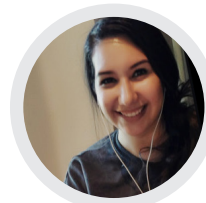


ROBERT MOSES

Graphic Designer

Robert Moses has a Bachelor’s in Fine Arts in Graphic Design from State University of New York at Oswego with a concentration in illustration and user interface design. He has worked for 2ndNature design studio in Syracuse, New York as a co-op graphic designer. He now works with Hi-Res Creative as an illustrator and graphic designer.

 DESIGN
  RESEARCH
  UI/UX

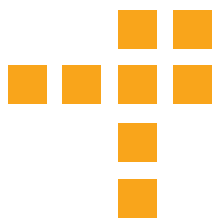


ERICA GARCIA

Content Writer

Erica Garcia is a full time student at Texas A&M University – Corpus Christi and a full time employee of Christus Spohn Memorial. Though her focus in life is not entirely on web design and graphics, she has a strong background in public speaking and professional acting. I am excited to use her talents as a public speaker on website copywriting and other outlets.

 CONTENT
  RELATIONS

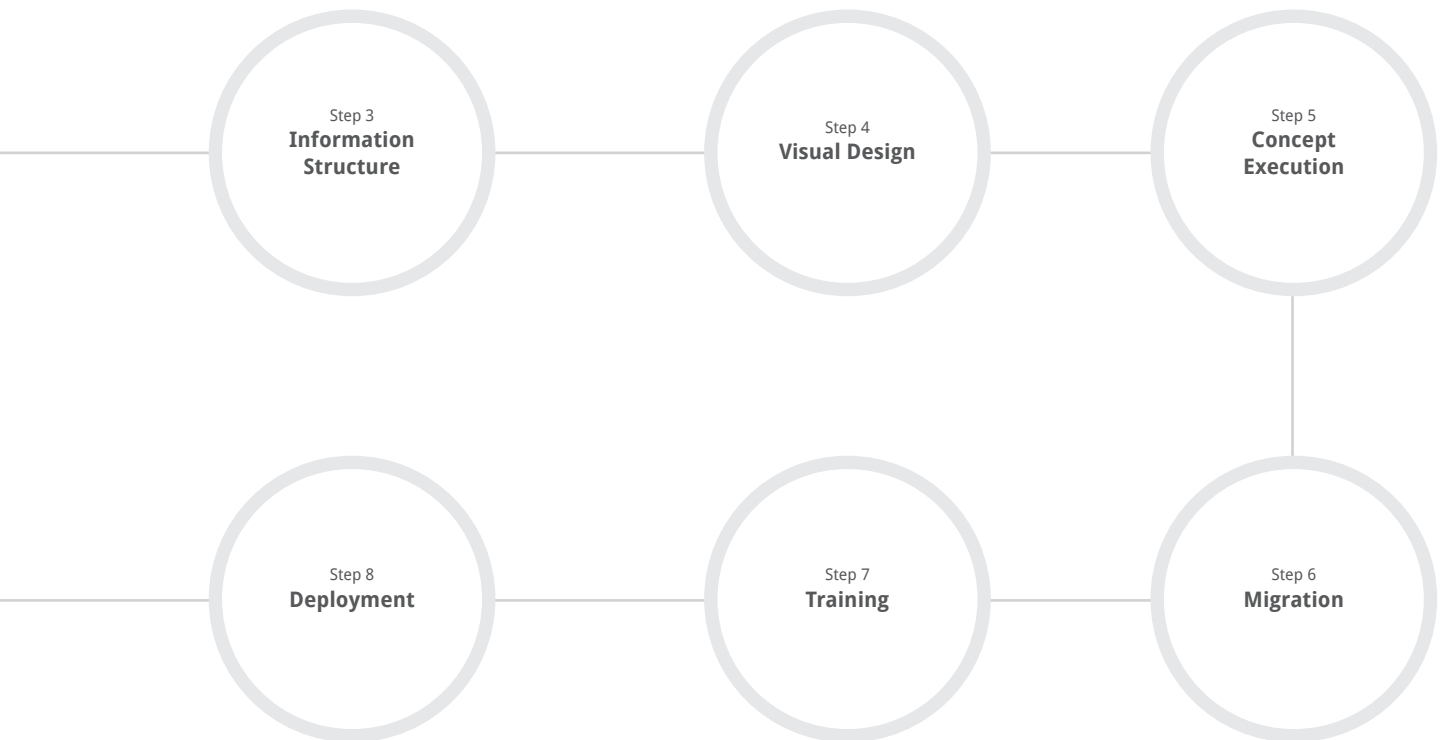


CMS WEBSITE DEVELOPMENT PROCESS



Hi-Res Creative utilizes a well-designed project methodology that gives importance to each and every phase of the project life cycle. We assess and take all the necessary steps required to successfully complete the project to our client's satisfaction. In our approach, we incorporate the best practices that are widely accepted industry standards for analysis, design, development, testing, deployment and support.

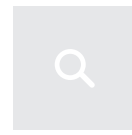
Major phases of our proposed approach:





01 INITIATION

After discussing and confirming the scope of the project, we assessed the main requirements of the web solution you needed. We gathered key elements for the visual design process including (but not limited to) logos, icons, fonts, colors and images.



02 ANALYSIS

Once the scope of the project was defined, we identified the key users of your website. We analyzed your target audience, what they are looking for, how they accessed the information they need, as well as in what form they got this information on your website.



03 STRUCTURE

Having analyzed the technical and functional requirements for the project, we focused on a rough design of the proposed web solution for your website. This gave an idea of the work product as well as helped us capture any other requirement of the project.



04 DESIGN

We then prepared a visual design that incorporated all the elements identified in the requirement analysis phase. We took a close look at the items captured in the project initiation phase, coupled with the use cases and the approved website architecture. Our graphic designer created an appealing visual that accurately presented the desired website design.



05 EXECUTION

In this phase, we built the website on the right platform and tested the new solution – we employed the requisite WordPress CMS functionality along with the off-the-shelf modules. In addition, we also developed custom modules (as needed) designed with all of your technical and functional requirements in mind.



06 MIGRATION

Hi-Res Creative provided migration services of the old website's content to the new system design (reducing down time during the transition).



07 TRAINING

At Hi-Res Creative, we believe in training from the start to the end, which is why, we began training your staff right at the initiation phase so that they could understand the new system as we progressed with your project.



08 DEPLOY

Once the project development completed, Hi-Res Creative migrated the development site to the production environment and performed all the testing required to ensure accurate working of the project. After deployment and testing, we declared the website to be operational and LIVE, i.e. open for use.



09 PRODUCTION

Hi-Res Creative provides 1 Month of website support after deployment. In this phase, we fixed any bugs or technical issues identified during the normal course of the website operation. We do offer an optional maintenance service, should you require ongoing support for your project.



10 MONITORING

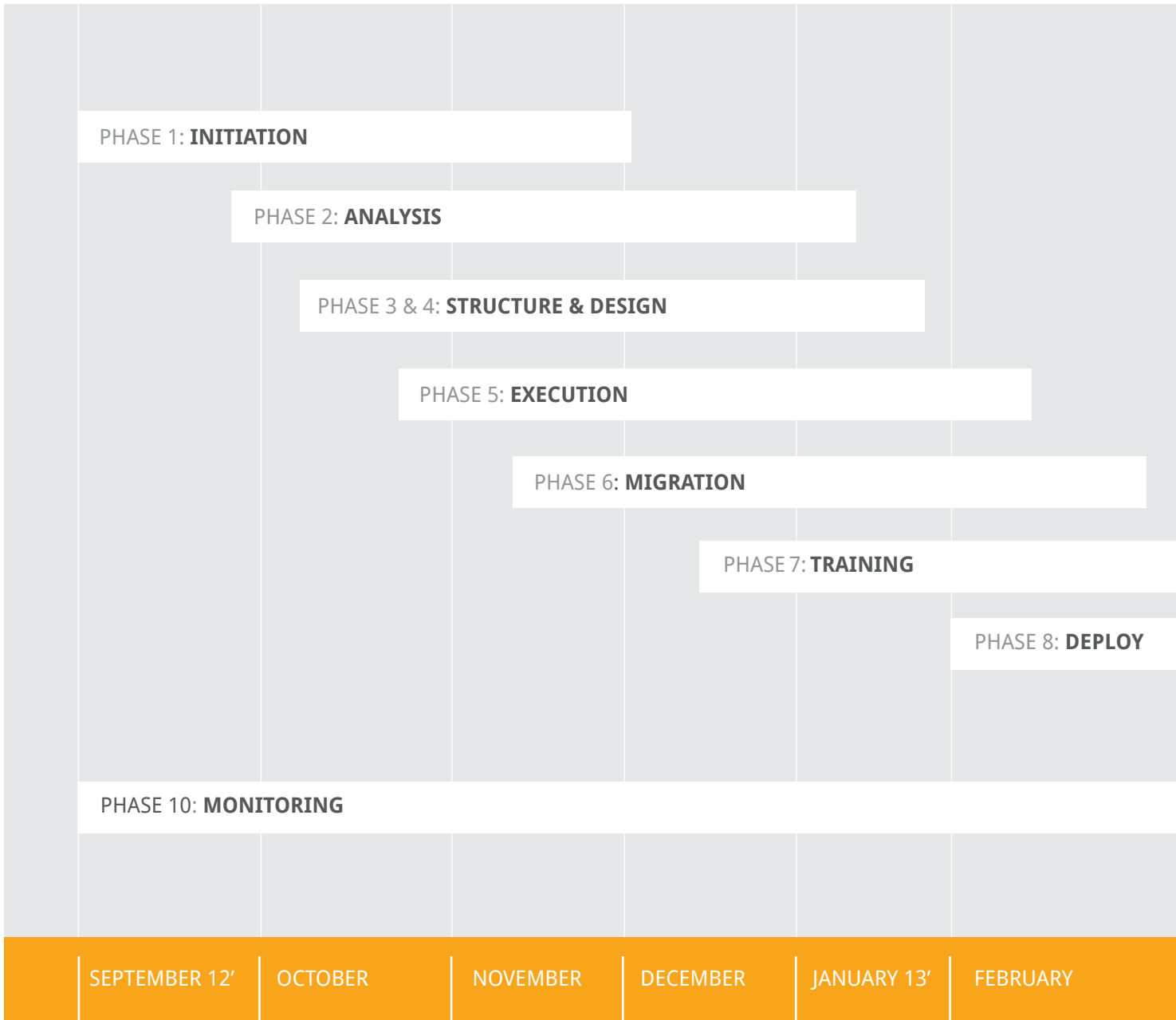
We assigned a dedicated project manager to this project, who overarched all project phases and has taken full responsibility for the proper delivery of the project.

- ▶ **“HI-RES CREATIVE HAS DONE A GREAT JOB PROVIDING OUR CORPORATE AND CONSUMER WEBSITE. OUR SET UP WORKS PERFECTLY. WHENEVER I HAVE A QUESTION, EVEN THOUGH SOMETIMES I FEEL IT IS A FOOLISH ONE, THEY ARE ALWAYS KIND AND ANSWER THE QUESTION AND GET ME “ON TRACK” IN NO TIME. FAST AND FRIENDLY SERVICE. WE ARE VERY HAPPY WITH THEM.”**

LUIZ DA SILVA, 3 STARS VISAS

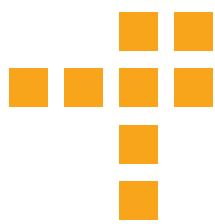


PROJECT TIMELINE



Over the years we've developed a repeatable, efficient process for developing medium to large sized web sites. These web projects are usually completed in one iteration in about 6 to 10 months. The process we've developed involves considerable interaction with feedback from the client throughout the project.





CMS WEBSITE STANDARD FEATURES



USER ACCOUNT

A security component that allows an administrator to enter credentials during a non-administrator's user session to perform occasional administrative tasks.

There are three basic scenarios supported by our off-the-shelf solution:

1. Users may self-register and the system automatically approves their account.
2. System administrators can create and approve user accounts. Our solution also provides "self-service" password resets, allowing users to request a new password without requiring intervention by a systems administrator.
3. Users may self-register but a systems administrator must approve their account.



PERMISSIONS

The role provides a mechanism for users to categorize, while permission is a mechanism for controlling access to individual features, areas of your website and content. Each role in the system has its own set of permissions, allow or restrict access to the features of your site.



USER ROLES

You may define as many roles as required to address the various user types on your website. A user may be assigned to one or more roles, dependant on the access levels that you want to provide to that person. User roles provide a mechanism for restricting or enabling access to features, content, and sections of your website.



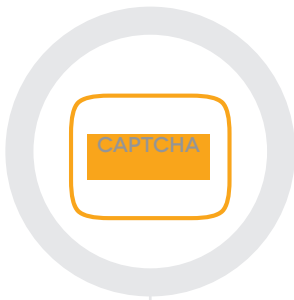
SECURITY

Our solutions utilizes the security features of the CMS framework by providing the ability to restrict admission to features, functions, and administrative tasks based on user account ID and password, user roles (e.g., managers, writer, content publishers, author, website administrators, general staff), and rough permissions (e.g., update an event calendar).



CONTENT AUTHORIZING AND PUBLISHING

Content development in our solutions through a simple web-based and browser interface. Any user with the appropriate roles and permissions can write from any computer that has access to your site.



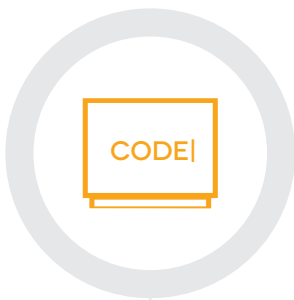
CAPTCHA

WebSolution's base platform employs Captcha and/or Mollom as mechanisms for blocking spam on your website.



CROSS BROWSER COMPATIBILITY

The ability for a website, web application, HTML constructs script to support all the web browsers. Compatible with all major browsers available, means a website will work in several web browsers like Safari, Chrome, Firefox, Internet Explorer. While cross-browser means a website works in any browser, and any version of the browser, being used.



WYSIWYG EDITOR

Utilizing WordPress' core content authoring components, WebSolution's proposed solution provides your staff with an easy to use browser-based WYSIWYG content editor. Staff familiar with Microsoft Word will quickly learn how to author and publish content on your new website without the need to learn HTML. WYSIWYG editor options including standard formats (e.g., bold, underline, number lists, and tables) as well as the ability to upload and insert images, resize and reposition the image in real-time while editing the document, and a built-in spell checker. To publish a new post on the website the content author only has to press the "save" button and the content is immediately live on your website.



WIKIS

Wikis are “documents” that can be viewed and updated by anyone who has access to the content item. Our solution provides the ability to create and manage this feature.



RESPONSIVE WEBSITE

Good visual website approach aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from desktop computer monitors to mobile phones).



SCHEDULING CONTENT

Authors can also choose when to schedule content items that will appear on the website by the time published. Using this feature authors can create content well in advance of when it needs to appear on the site, allowing CMS to manage when the content should appear and disappear from the site.



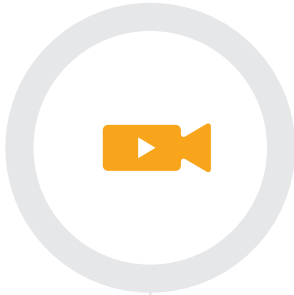
FILE ATTACHMENTS

Our solution provides a simple point-and-click web-browser-based interface to attach files such as documents, spreadsheets, presentations, PDFs, images, videos, etc. Site administrators can restrict what file types may be attached and the size limitations for uploaded files.



CUSTOM URLS FOR A CONTENT ITEM

The WordPress platform has ability to generate search engine friendly URLs for post items created. The author also has the ability to override the URL is generated automatically with terms that are specific to the content contained in



SUPPORT FOR RICH MEDIA TYPES

Our solution supports a wide variety of rich media types including pictures, video, audio, and animation. Content authors can easily incorporate rich media through the WYSIWYG editor or by using one of the embedded media tools provided by our base solution (e.g., importing a YouTube video). Our solution provides variation methods for reproduction rich media including:

- ✔ Pictures Galleries
- ✔ Video Galleries
- ✔ Slideshows
- ✔ Audio Galleries
- ✔ Podcasts

We also provide an automatically resizes and crops uploaded images based on criteria you set through the web browser.



PRINTER FRIENDLY, EMAIL A FRIEND, AND PDF

The WordPress Platform includes the ability to email, save as a PDF file as well as generate printer-friendly version of each content item on website.



TAXONOMY

Content “category” and “tag” is a main feature of our solution. The Admin can easily create complex or simple list of categories that the author can choose when creating or editing content on the site.

Categories simplify the process of organizing, listing, and searching for related content – making it easier for visitors to find the information they are looking for and simplifying the process of organizing similar content on your website. Taxonomy also provides a mechanism for “tagging” content on your site. Web site administrators, content writers, content managers, and even visitors to the site can enter a list of keywords that determine the content item without having to predefine the list of categories.



POLLS

We provide the ability to make and manage online polls. You can create one or several polls running at the same time on your site. Our solution provides a easy to use method for tracking results and viewing votes.



MENUS

A website navigation menu is the place on each page where links to other pages on your website are displayed. We provide a simple to use for creating and managing menus on your CMS system. When writing new posts, authors can easily create a new menu link for that content item by simply entering the title of the new menu item and selecting the menu where they wish the item to appear. Website administrators or content writer can create and edit menu links through their web browser.



REPORTING

Our main solution includes a powerful yet easy to use report generation tool that allows a site administrator to extract and render reports that are based on content stored in your CMS database. Web reporting is the measurement, collection, analysis and reporting of internet data for purposes of understanding and optimizing web usage.



CALENDARS

On web solutions we provide a simple to use mechanism for creating online calendars on your website. The author creates events through a WYSIWYG editor that appears on the calendar area. Sites may have departmental or category based calendars, as well as site-wide calendars.



DISCUSSION FORUMS

The ability to create and administer multiple online conversation forums are included in our base solution. Stringently controlled forum –visitors can submit comments but an administrator have to approve posts before shown on the website, or the administrator can implement community policing where forum member can post comments.



BLOGS

Our blogging solution provides a simple to use blog interface for each user with proper roles and permissions. Author can create automatically “blog” pages for each user, reproduction their blog entries in reverse sequential order (newest item first). You may also set in blogs into a region on a page.



FAQS

Our solution provides a simple to use interface for creating and listing frequently asked questions.



SOCIAL NETWORKING

Our solution provides an “add to any” attribute that allows site visitors to post links of website content to one or more of the social networking sites. This feature also allows visitors to share site to a friend. We have other social networking mechanism that enable integration with Twitter, Facebook, Pinterest, Digg, Google+, and other social networking sites.



SEARCH ENGINE OPTIMIZATION

Our base solution employs some tools and techniques for search engine optimization, including: wording selection, page titles, meta tags, automatically generating SEO friendly URLs, XML site maps, and a detailed SEO checklist.



ENEWSLETTERS

Our base solution includes the ability to author and distribute newsletters. Visitors have the ability to register to receive newsletters (via email), as well as manage their subscriptions through a simple to use online form.



WEB FORMS

Our solution provides a simple to use mechanism for creating simple to complex web forms. An HTML form on a web page allows a user to enter data that is sent to a server for processing. Forms resemble paper or database forms because web users fill out the forms using checkboxes, radio buttons, or text fields. For example, forms can be used to enter shipping or credit card data to order a product, or can be used to retrieve search results from a search engine). There are also tools for generating reports and downloading submissions as an Excel spreadsheet.



GOOGLE ANALYTICS

Google Analytics (GA) is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales. The product is aimed at marketers as opposed to webmasters and technologists from which the industry of web analytics originally grew. It is the most widely used website statistics service. WebSolution will install and configure Google Analytics as part of our installation.



RSS FEEDS

Our solution provides the ability to automatically generate RSS feeds from content created on your website. RSS feed is a family of web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format. An RSS document (which is called a “feed”, “web feed”, or “channel”) includes full or summarized text, plus metadata such as publishing dates and authorship. RSS feeds benefit publishers by letting them syndicate content automatically. A standardized XML file format allows the information to be published once and viewed by many different programs. They benefit readers who want to subscribe to timely updates from favourite websites or to aggregate feeds from many sites into one place.



AUTO BACKUPS

Our installation includes the ability to automatically backup your website base on schedule. Configurable backups are automatically taken and the oldest backup is automatically removed when backups has reached the distintced value.

A decorative graphic consisting of a grid of orange squares. The grid is 4 squares wide and 4 squares high, with the bottom-right square missing. The squares are arranged in a pattern that tapers to the right.

PROJECT NARRATIVE

KingsvilleTexas.com is a website designed and developed on the WordPress CMS. This decision was made to allow training and interoperability between CityofKingsville.com and KingsvilleTexas.com.

01

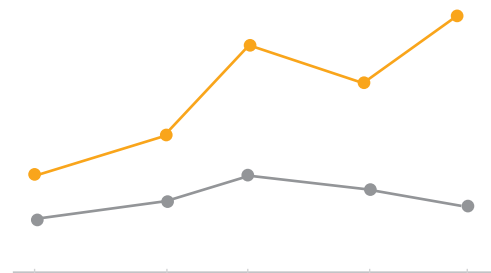
KINGSVILLETexas.COM

Many of the design aspects represent Kingsville and South Texas aesthetics. Note the leather texture in a neutral brown, white-base stucco background, and brown submenu bar similar in design to the local overpasses.



▼ SOLUTIONS

In this first step we discussed and confirmed the requirements of your organizations objectives, company information, gathering company identity elements for the visual design such as logo, fonts, colors, and pictures. design such as logo, fonts, colors, and pictures.

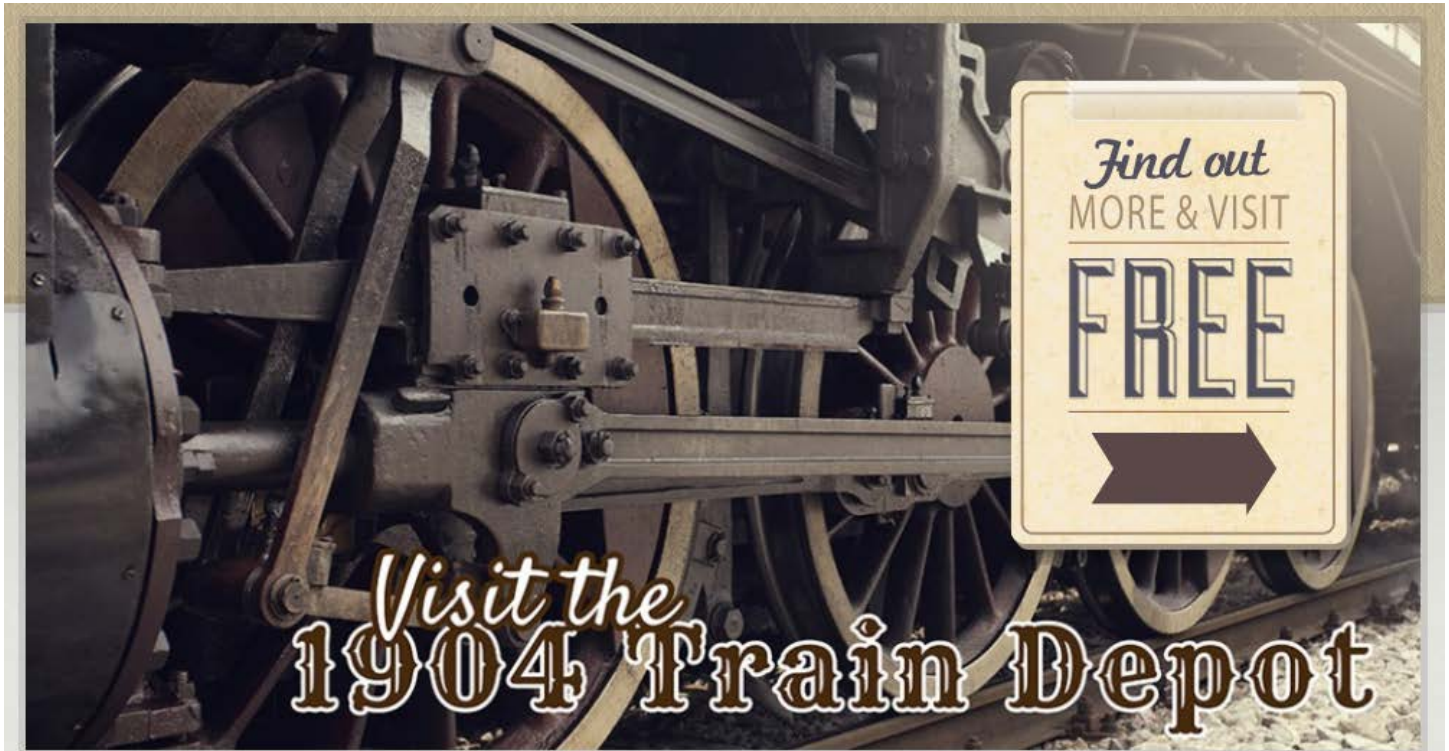


▼ LAYOUT AESTHETICS

We reviewed websites similar in mission and purpose as suggested by Robert Trescott and found there to be a common theme and layout. What do people want to do when they come into town?

Jonathan Swindle, Project Manager

HOME PAGE WITH SLIDER



The Latest in Kingsville, Texas



Summary

The home page features a layer slider and 4 of the latest posts from the news blogging system. The layer slider provides highlights of the website information, such as the restaurants, hotels, birding, community calendar and shopping pages. Images and graphics used were created & provided by Hi-Res Creative.

1904 TRAIN DEPOT MUSEUM

1904 Train Depot Museum


[Full Gallery](#)


Situated in Historic Downtown Kingsville and, of course, next to the train tracks on Kleberg Avenue is one of Kingsville's special treasures. Contained inside are the jewels of Kingsville's history. Although small by larger cities standards, the 1904 Train Depot Museum is a step back in time when rail travel and shipping was the safest and quickest way to move people, cattle or goods. Admission is **free**. Small group tours are welcomed, but we suggest you pre-arrange groups of 10 or more.

[Download Brochure](#)


Day	Operating Hours
Monday - Friday	10 a.m. to 4 p.m.
Saturday	10 a.m. to 1 p.m.
Sunday	Closed

History

Visitors will discover artifacts dating back to the early 1900's through the 1960's when rail travel no longer held the sparkle and excitement it had enjoyed for so many years and goods and people were now moved by 4-wheeled trucks and automobiles. The little Depot was closed. To celebrate Kingsville's 100th Birthday, the structure was restored and opened its doors on July 4th, 2004 - 100 years to the date that the city was Chartered. Today, photographs are exhibited in chronological order so visitors can enjoy viewing the history of Kingsville and the importance of the train coming through the community. Artifacts give insights into life on the rail. The museum's personality changes daily with the personality of the Volunteer for the day. Manned 100% by caring volunteers of Kingsville, each person brings the variety of exhibits to life through the love and excitement they feel for the museum.

One of the most popular exhibits, though small, is an operational telegraph. This in itself is special, but if you are fortunate enough to visit on the day that the station's volunteer (AKA as the telegraph operator) is on duty, she will show and teach you how messages were sent in Morse Code. On another day, you might hear stories about how a father or a grandfather worked and rode the rails. On another day, you could hear the story of families that rode to Kingsville looking for a new start on life and ranched and farmed land that is still in the same family today. Others just love the Depot and the history of their community. The 1904 Train Depot Museum has a small gift shop with Kingsville history books, hats, pins and other small memorabilia to take home and remember your visit to the Kingsville Depot.



Summary

The 1904 Train Depot is an important landmark located on Kleberg Avenue, walking distance from City Hall. The page features a digitized brochure, operating hours, a snippet gallery with a link to a larger gallery, and information ported over from the original Kingsville, Texas website. The content was cleaned for grammar and factual accuracy. All recent images were taken by Hi-Res Creative and produced for a 21st century appearance. The story snippet has been tucked into an accordion system and has a message added to provide information on how to acquire the entire book.

BIRDING PAGE WITH BROCHURE

Birding in South Texas


[Download Brochure](#)


Kingsville Area Fast Facts For Birders

- Five different kinds of orioles are known to nest here
- Twenty-five different raptor species have been recorded here
- Among largest count of Harris' Hawks, White-tailed Hawks and Crested Caracara
- Largest U.S. Population of nesting Tropical Parula
- Area lies in the two greatest flyways of Western Hemisphere
- Primary funnel for migratory wildlife Coastal Migration Corridor for neotropics
- Route for Circum Gulf migrants
- Stopover for Trans Gulf migrants
- Mild winters -great wintering area
- At least twelve specialty birds can be seen in summer months
- South Texas bird count (450 species) rates second to Sonora Desert (500 species)
- South Texas known as "The Last Great Habitat" in conservation and environmental research
- Green Jay on Christmas Bird Count usually higher than any other place
- See Vermilion Flycatcher in winter
- See Scissor-tailed Flycatcher in summer
- One of the highest Christmas Bird Count areas without significant coastline
- In top 50 out of 800 in Christmas Bird Count

Birding Hotspots

BISHOP: Site 085 on the Central Texas Coastal Birding Trail. Two bird watching platforms are easily accessible along a nature trail. Observation decks are built out over a lake. Located in Bishop City Park.

Summary

This page features use of the image gallery system, custom icon system, and a digitized brochure available from the Kingsville Visitors Center. Due to significant requests made online via email, it was decided to make the brochure available online to reduce printing and shipping costs. All other information has been ported over from the original Kingsville, Texas website with corrections made to the content for grammar and fact accuracy. The images provided in the birding gallery are by Hi-Res Creative and Patti Trujillo.

Disclaimer: Not all pages and features are discussed in this project narrative.

CONTACT PAGE



Mission



The purpose of the Kingsville Visitors Center is to develop maximum hotel occupancy within the city by attracting and securing overnight visitors who will spend money in Kingsville and surrounding areas and whose successful and enjoyable stay will encourage their return.

The Kingsville Visitors Center's programs shall include direct sales, advertising, public relations, publicity and dissemination of literature.

Through our visitor industry, we can build the image of Kingsville as an

Opening Hours

Monday	8:00 am - 5:00 pm
Tuesday	8:00 am - 5:00 pm
Wednesday	8:00 am - 5:00 pm
Thursday	8:00 am - 5:00 pm
Friday	8:00 am - 5:00 pm
Saturday	8:00 am - 5:00 pm
Sunday	Closed

Information

📍 1501 Highway 77 Kingsville
Texas 78363 USA

Summary

The contact page includes a Google Map integration of the location, a mission statement pulled and edited from the original Kingsville, Texas website. It includes staff photographs, a contact form, and photographs of the center and team. The images provided in the gallery are by Hi-Res Creative and Patti Trujillo.

Operating Hours Widget

The "We're Open Sign" is an additional widget that displays to your customers, if your business is either currently open or closed and makes use of the configured business hours and server clock to do so.

FISHING PAGE

Fishing in Baffin Bay



Kingsville is conveniently located within 20 minutes of some of the finest fishing to be had in South Texas. Via the regional Baffin Bay, one may find red drum, trout, flounder, and many other species. There are also many local guides that will gladly provide you with services any time throughout the year. More information on available guides can be found [here](#).

Share this page:



Baffin Bay is a bay in South Texas, an inlet of the larger Laguna Madre. Located near the Gulf of Mexico, Baffin Bay forms part of the boundary between Kenedy County and Kleberg County. More information on Baffin Bay can be found [here](#).

For information on where to get fresh bait & tackle, visit [here](#).

Fishing Review Video

The Harrod's head out on an adventure to South Texas and fish for reds, drum, and speck's in Baffin Bay. Enjoy this special edition of The Northwest Outdoorsmen and be sure to check out more.



Summary

This page features use of the image gallery system, custom icon system, and YouTube video embedding. The page references to the Baffin Bay and includes photographs taken at the Bay by Hi-Res Creative and Patti Trujillo.

RESTAURANT PAGE WITH BROCHURE

South Texas Nourishment



Whether indoors or out, dining in Kingsville is always an experience. From South Texas vittles to ethnic cuisine and fun food to fine dining we promise – you won't leave hungry. Download the brochure to see a list of over 50 restaurants in Kingsville, Texas. Each restaurant is categorized by cuisine and listed with an address and contact number.

[Download Brochure](#)



Don't see your business listed? [Let us know.](#)


Summary

The brochure was designed by Hi-Res Creative in a theme consistent with the overall identity for the Kingsville Visitors Center. All brochures were provided in digital format and included on the website to allow for easy distribution in a 21st century technology oriented atmosphere. The mockup featured on the page was made to support a visually appealing display of the brochure due to a lack of a local directory. The decision was made to not support a directory for restaurants because of the ever changing list of businesses in Kingsville. To accommodate the lack of an interactive directory, the page has provided pre-configured links to Yelp!, RoadFood, and UrbanSpoon. The page also features the business submission page, allowing business owners to submit new information for the brochure.

Disclaimer: Not all pages and features are discussed in this project narrative.

LODGING AND RV PARKS

Southern Hospitality



[Download Brochure](#)


Accommodation Search - Flights, Hotels, and Rentals


[Flights](#) | [Hotels](#) | [Packages](#) | [Cars](#)


City:


Check-In:
 Check-Out:


Adults:
 Rooms:
 Kids:






























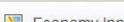
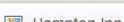
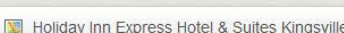




compare prices

travel search by Travelgrove



	Categories: Lodging
	Categories: Lodging
	Categories: Lodging
	Categories: Lodging
	Categories: Lodging
	Categories: Lodging
	Categories: Lodging

Page 1 of 2

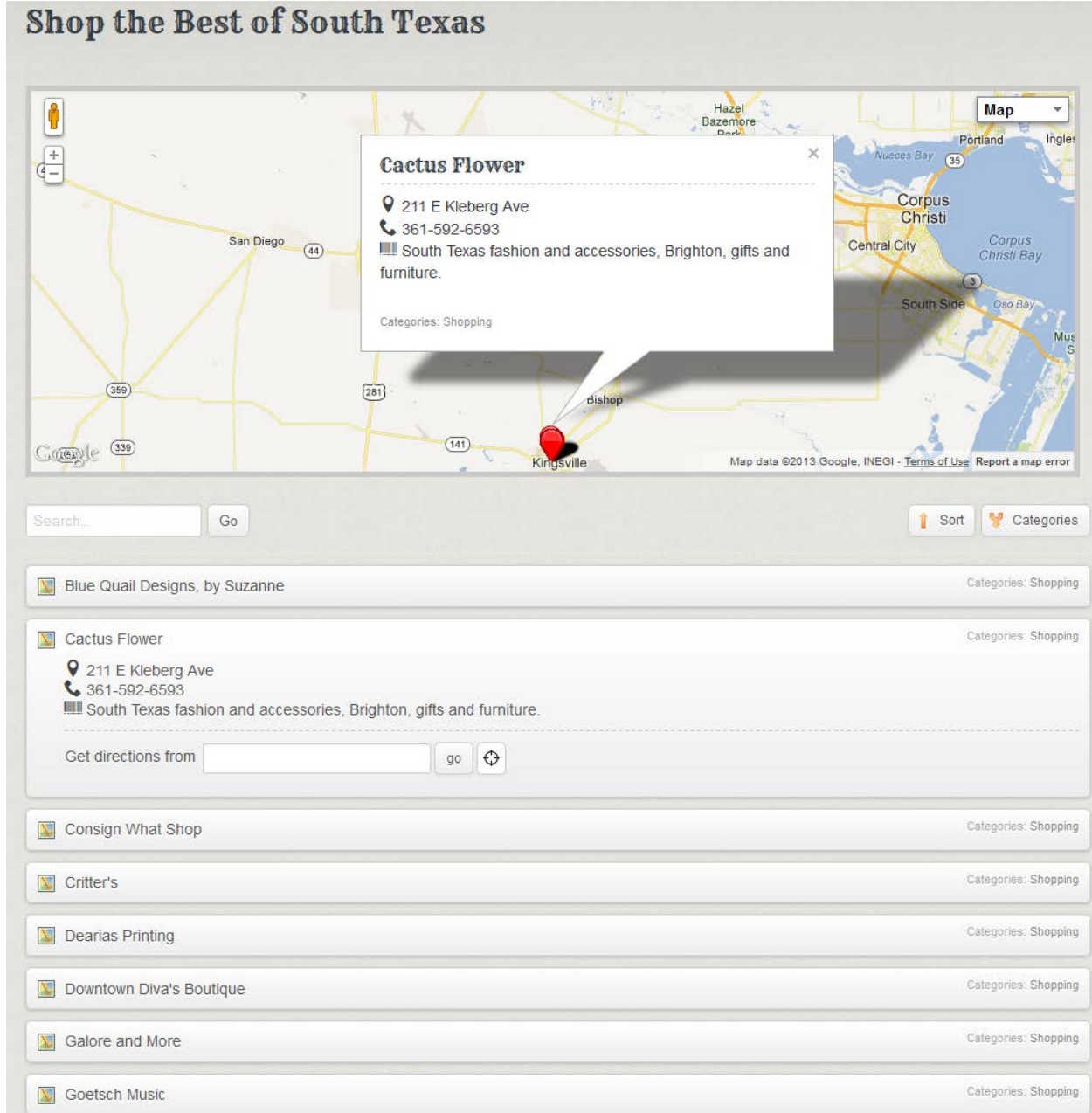
Looking for RV Park information? Download the brochure [here.](#)
✕

If you have yet to find a hotel, flight, or rental accommodation use our convenient search system.

Summary

The brochure was designed by Hi-Res Creative in a theme consistent with the overall identity for the Kingsville Visitors Center. All brochures were provided in digital format and included on the website to allow for easy distribution in a 21st century technology oriented atmosphere. The mockup featured on the page was made to support a visually appealing display of the brochure. The page also integrates a hotel search engine support to allow easy access to hotel pricing through a variety of listing providers. The directory has been thoroughly checked for accuracy in information. Each hotel has had a new high-resolution photograph taken of the venue to provide an appealing display online. The directory is geo-enabled, meaning that it will detect the visitor's location and provide printable directions to the hotel at their permission. The page has provided pre-configured links to TripAdvisor and Yelp!. The page also features the business submission page, allowing business owners to submit new information for the brochure and directory. The page also includes a download link for the RV Park brochure, also designed by Hi-Res Creative.

SHOPPING DIRECTORY



Shop the Best of South Texas

Cactus Flower
211 E Kleberg Ave
361-592-6593
South Texas fashion and accessories, Brighton, gifts and furniture.
Categories: Shopping

Search... Go Sort Categories

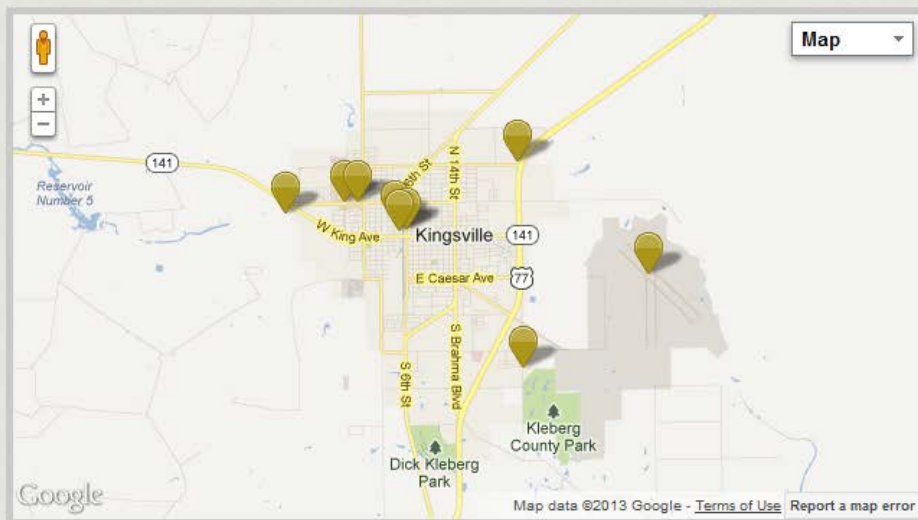
- Blue Quail Designs, by Suzanne Categories: Shopping
- Cactus Flower Categories: Shopping
211 E Kleberg Ave
361-592-6593
South Texas fashion and accessories, Brighton, gifts and furniture.
Get directions from go ↻
- Consign What Shop Categories: Shopping
- Critter's Categories: Shopping
- Dearias Printing Categories: Shopping
- Downtown Diva's Boutique Categories: Shopping
- Galore and More Categories: Shopping
- Goetsch Music Categories: Shopping

Summary

The shopping directory page primarily focuses on family owned businesses in the historic downtown area to direct tourists to an authentic and unique downtown shopping experience. The page supports the business submission form and custom icon support. The directory is geo-enabled, meaning that it will detect the visitor's location and provide printable directions to the business at their permission.

THINGS TO DO PAGE

Activities and Venues



Find us on Facebook



KingsvilleNow.com shared
Texas A&M University -
Kingsville's album: 2013
Dotterweich College of
Engineering Senior Design
Conference.



**2013
Dotterweich
College of
Engineering
Senior Design
Conference**
By: Texas A&M
University -
Kingsville
Photos: 7

73 People Reached · 2 People

You and 1,718 others like KingsvilleNow.com.



Facebook social plugin

 1904 Train Depot Museum

Categories: Places to Visit

 City Hall

Categories: Places to Visit

 John E. Conner Museum

Categories: Places to Visit

Summary

The Things to Do page provides a directory of venues to visit as well as a feed from the KingsvilleNow.com Facebook. The directory system is searchable, sortable, and geo-enabled (providing printable directions for the visitor). It features the responsive gallery system. The images shown on the page were provided by Patti Trujillo.

BUSINESS SUBMISSION PAGE

Business Submission

Don't see your business listed in our directory? Use this form and we'll get you added right away.

Name (required)

Email (required)

Business Phone: (required)

Business Category

Business Website

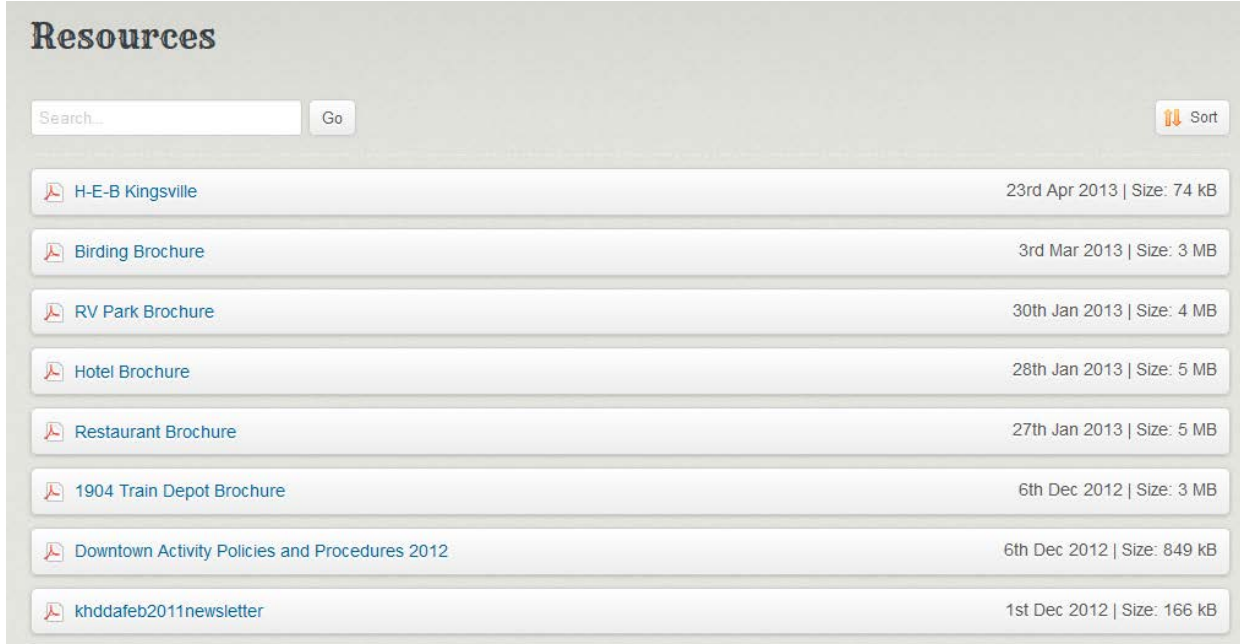
Business Address

Comment

Summary

The business submission page was added to the website to allow easy submission of missing information online. This decision was made to allow an avenue for business owners to have their information included online, or misinformation to be updated.

RESOURCES PAGE



The screenshot shows a web interface titled "Resources". At the top left is a search bar with the text "Search..." and a "Go" button. At the top right is a "Sort" button with a downward arrow icon. Below these are eight rows of resource entries, each containing a PDF icon, a filename, and a date/size string.

Resource Name	Date	Size
H-E-B Kingsville	23rd Apr 2013	74 kB
Birding Brochure	3rd Mar 2013	3 MB
RV Park Brochure	30th Jan 2013	4 MB
Hotel Brochure	28th Jan 2013	5 MB
Restaurant Brochure	27th Jan 2013	5 MB
1904 Train Depot Brochure	6th Dec 2012	3 MB
Downtown Activity Policies and Procedures 2012	6th Dec 2012	849 kB
khddafeb2011newsletter	1st Dec 2012	166 kB

Summary

The resources page system is a file directory of PDFs available on the website. The directory is searchable and sortable in the event that it grows to a larger size. It is supported by a back-end administration page for easy configuration and file upload.

LINK DIRECTORY

🔗 Link Directory



Community Links

CHAMBER OF COMMERCE The Kingsville Chamber of Commerce has only one goal – we want to help our members succeed. We know that through the success of our members Kingsville will grow and prosper and be an even better place to live and work.

CITY OF KINGSVILLE Nestled between the sparkling Texas Riviera to the east and the rugged Brush Country to the west, Kingsville is where modern industry meets the history of the Old West.

KING RANCH See King Ranch Quarter Horses, Santa Gertrudis breed of cattle, our resident Longhorn herd and an abundance of wildlife!

KINGSVILLE HISTORIC DOWNTOWN DISTRICT ASSOCIATION The mission of the KHDDA is to retain and expand the residential and business base, improve the appearance and perception and business base, and to cooperate with other community resources and agencies to ensure an adequate voice and representation for th

KINGSVILLE RECORD AND BISHOP NEWS Local newspaper website providing digital content and articles.


KINGSVILLENOW.COM KingsvilleNOW, inc is a Texas nonprofit corporation with the purpose of empowering visionary artists, entrepreneurs and educators to enhance the quality of life and economic vitality of Kingsville.

KLEBERG COUNTY PARKS & RECREATION Includes a description of facilities and a schedule of events.

Summary

The link directory page was added to provide a one-stop location for all important weblinks in the city of Kingsville. It also includes links to area visitor centers which supports SEO backlinking. The link directory is supported by a back-end administration page for easy configuration.


FOOTER



Weather

TODAY 25
KINGSVILLE, TEXAS

68° / 65°



CLOUDY
PRESSURE 30IN
WIND 13MPH
HUMIDITY 60%

Events Calendar


April 2013

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				


View all »

Kingsville Visitors Center

1501 Highway 77 Kingsville Texas 78363 USA
 Phone: (361) 592-8516
 Fax: (361) 592-3227
 Email: howdy@kingsvilletexas.com
 Located on Corral Avenue & Highway 77 Bypass



Site Policies | Resources | Contact | Login



Copyright © 2013, Kingsville Visitors Center.

Weather Widget

A beautiful weather slider featuring 22 weather graphics based on the Yahoo! Weather system.

Calendar Widget

A simple grid widget that shows the current month with event details for each day available upon hover. Users can click into an individual event listing from the grid if they wish to.

Information Widget


After much research, it has been found that contact information is something that should be available on every page and easily found. This is why we chose to list this information in the footer (available site-wide).

Preloaded Link Buttons

The sub-footer (darkest area below grass) is preloaded with important links, such as site policies, resources, contact page links, administration login, and preloaded YouTube, Facebook, Wikipedia, and TripAdvisor links.

NEWS BLOGGING SYSTEM

News



© patrici

HEB Officially Donates Canopy


By Jonathan Swindle
📅 April 23, 2013 🏠 Canopy, Community, HEB, Park

To: City of Kingsville Subject: Donation of Surplus Overhead Canopy from the HEB Store in Kingsville Texas When the H-E-B store in Kingsville was rebuilt years ago, it included an approximately 25 feet by 100 all-steel overhead shade canopy that extended perpendicularly from the front of the building westward into the parking lot. It was outfitted with tables [...]


Read More

🔍


Latest News




HEB Officially Donates Canopy
April 23, 2013




A Ride on the Wild Side - Charity Event
April 21, 2013



ProRodeo Clown Scott Messina Performing at South Texas' Largest Bull Riding Event
January 15, 2013



Hottest 8 Seconds of 2013
January 15, 2013



Parade of Lights
November 26, 2012

Archives

- > April 2013
- > January 2013

Summary

The news blogging system is an important aspect of the website to keep alive and vibrant. Not only does it show a visitor to the website that the information site-wide is fresh and tended to; it pings Google and other search engines to inform them of new content (assisting in an increased page ranking and supporting overall SEO).

Share this page:

✉ Email
🖨 Print
📘 Facebook
🐦 Twitter
🔍 Google +1
⋮ More

🔥 StumbleUpon
📖 Tumblr
🌐 LinkedIn
📌 Pinterest

Sharing System

The website has a built in sharing system, supporting the latest and greatest in social networking. (i.e. Facebook, Twitter, Google+).

Automated Publishing System

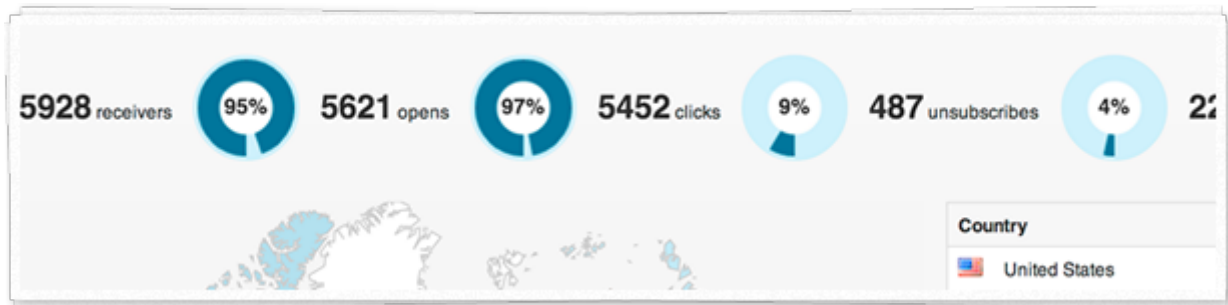
On the event that a new article is created in the news blogging system, it is designed to automatically share the post to the Kingsville Visitors Center Facebook page.

AUTOMATED NEWSLETTER SYSTEM

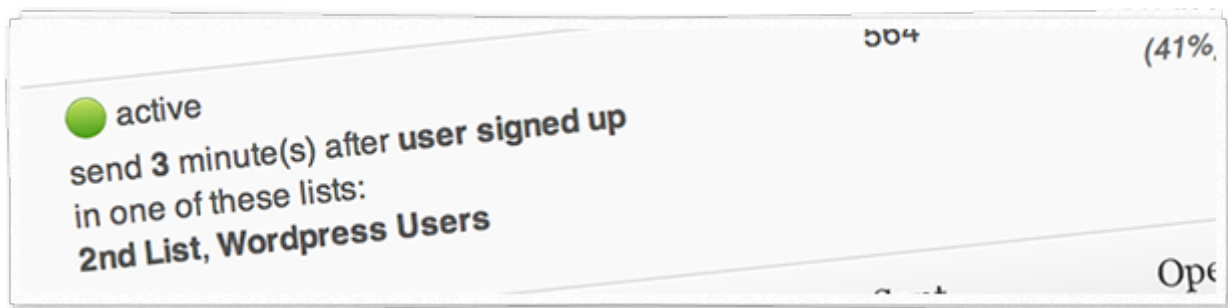
Summary

The automated newsletter system features an extensive list of functionality. The system has been integrated into the website to support automated newsletters and a popup system on the front page to gain subscribers.

Track Opens, Clicks, Un-subscriptions and Bounces

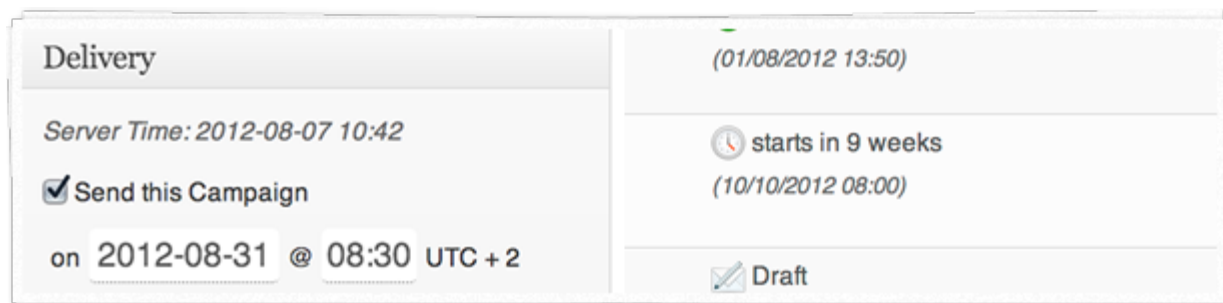


Track undeliverable mails (bounces), Countries, Cities* and know exactly who opened your mails and who didn't.



Auto Responders

The Kingsville Texas website has 3 loaded auto-responder messages, including a welcome message, calendar newsletter, and lodging newsletter.



Schedule your Campaigns

The newsletter system comes built in with a scheduling feature. Allowing you to create newsletters all in one day to send out over a week, month, or even the next year!



Simple Newsletter Creation

Creating Newsletters has never been so easy. If you are familiar with WordPress Posts you can create your next campaign as easy as you publish a new blog entry. All options are easy accessible via the edit campaign page.

Full Feature List

- Track Opens, Clicks, Un-subscriptions and Bounces
- Track Countries and Cities
- Schedule your Campaigns
- Auto responders
- Use dynamic and custom Tags (placeholders)
- Webversion for each Newsletter
- embed Newsletter with Shortcodes
- Forward via email
- Share with Social Media services
- Unlimited subscription forms
- Sidebar Widgets
- Single or Double-Opt-in support
- WYSIWYG Editor with code view
- Unlimited Color Variations
- Background Image support
- Quick Preview
- Email test with IsNotSpam.com support
- Revisions support (native)
- Multi language Support (English and German included)
- SMTP support
- Gmail support
- DomainKeys Identified Mail Support
- Import and Export for Subscribers
- No additional tables in your WordPress database
- Retina support

EVENTS CALENDAR



Events Calendar



COMMUNITY EVENTS

Let your users power your calendar.

Community Submissions

Enable users to add events to your calendar!

What's better than throwing a party? Having someone else throw a party for you! The website is set up to allow anyone to add events to the website!

Community events is a full featured system with a variety of user management options. You can require user accounts or allow visitors to submit without having to have an account. Want to make sure that nothing fishy is going on? Just turn on moderation! Decide if user can edit and manage their own events or simply submit.



FACEBOOK EVENTS

Drop the "The." Just "Facebook." It's cleaner.

Import Events from Facebook.

With the Facebook Events integration, you can tap into the growing number of events Facebook users are organizing by importing public events from a specific organization or page directly into the Kingsville Texas website. Imported events are manually or 'automagically' created as entries in The Events Calendar. Basic event data along with venue & organizer are populated appropriately.

Events Calendar

← March 2013 →

[EVENT LIST](#)
[CALENDAR](#)

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
Folklorico Concert					C.M. Bhakta Memorial Cricket Tournament A Ride on the Wild Side – Dinner	C.M. Bhakta Memorial Cricket Tournament Ride on the Wild Side
C.M. Bhakta Memorial Cricket Tournament	Toastmasters meeting	30				

[ICAL IMPORT](#)

Event Calendar View

Calendar grid view, which shows the current month in traditional calendar format, provides a comprehensive overview of what's happening this month. Hover on an event name to quickly get specific details including date, time and a description.

April 26, 2013 – April 28, 2013

[EVENT LIST](#)
[CALENDAR](#)

A Ride on the Wild Side – Dinner

Join us for a fun evening at the rustic camphouse that in days gone by, was used at chow time by cowboys herding cattle. Carbs are definite. Dress is very casual. You may even get some good old South Texas/Ranch music. Bring your guest. **A \$5 per person charge.** Location: driving NORTH from Kingsville is on right/east side of Business US 77, 2.1 miles from intersection of Corral Ave. @ Bus 77. Gate will be marked. You may also register that time.

For information about the bike ride, click [here](#).

Start: April 26, 2013 6:00 pm
End: April 26, 2013 9:00 pm
Venue: Caesar Camphouse
Address: Kingsville, TX, 78363, United States
Cost: 5

Event List View

The standard list view shows a nice loop of events, starting with today. You can then paginate into the future or back to past events. The default loop provides just enough detail to concisely cover the basics of what's happening, when it's going down and why it's important.

A Ride on the Wild Side – Dinner

Events Calendar

[← Back to Events](#)

Event: A Ride on the Wild Side – Dinner **Venue:** Caesar Camphouse
Start: April 26, 2013 6:00 pm **Address:** Kingsville, TX, 78363, United States
End: April 26, 2013 9:00 pm
Cost: 5
Category: Bike Ride, Dinner, King Ranch
Organizer: King Ranch
Phone: (361) 592-8055
Updated: March 14, 2013

Join us for a fun evening at the rustic camphouse that in days gone by, was used at chow time by cowboys herding cattle. Carbs are definite. Dress is very casual. You may even get some good old South Texas/Ranch music. Bring your guest. **A \$5 per person charge.** Location: driving NORTH from Kingsville is on right/east side of Business US 77, 2.1 miles from intersection of Corral Ave. @ Bus 77. Gate will be marked. You may also register that time.

For information about the bike ride, click [here](#).

[+ GOOGLE CALENDAR](#) [ICAL IMPORT](#)

[C.M. Bhakta Memorial Cricket Tournament](#)

[Ride on the Wild Side](#)

If you would like to submit an event, visit [here](#).

Stand Alone Events Page

The Events Calendar offers a number of options for publishing events with a customizable page. Support for all-day events, multi-day events & shorter events with set hours.

Recurring Events

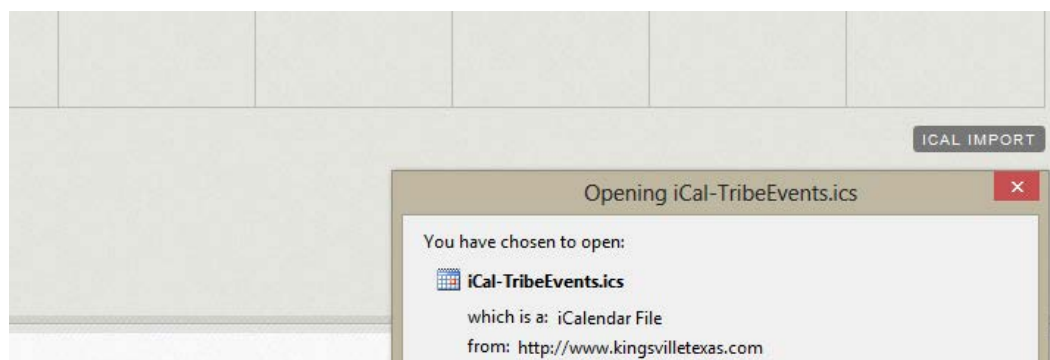
Recurring events can be configured on a daily/weekly/monthly/yearly/custom basis, using an admin interface consistent with that seen on other popular calendar tools like Google Calendar or iCal.

Custom Event Attributes

Sometimes, there are event details beyond just time, date, venue and organizer that need to be displayed prominently in your event listing. Custom Attributes allows you to add new fields within all your events.

Venues and Organizers

Using the same organizers or venues over and over again? Just use them once and they're saved to the backend, accessible via a dropdown on all events you create in the future.



Google Calendar and iCal Support

Give your users the option to import your calendar into Google Calendar & iCal. Event venue, organizer & description data will be carried over, as well as event recurrence settings.

CUSTOM ICON SUPPORT



Page Title

Permalink: <http://www.mnkystu.com/plugins/page-title/> Edit

Add Media Add Icon

b / link b-quote del ins img ul ol li code more lookup close tags fullscreen

OPEN BUILDER PANEL

CHOOSE ICON, COLOR, SIZE & STYLE

Font Awesome icons

Icon color: #444444 Icon style: None

Icon size: 16px On mouseover: No effect

Get HTML code Insert Icon

PRESS INSERT ICON WHEN READY

Add Media Add Icon

b / link b-quote del ins img ul ol li code more lookup close tags fullscreen

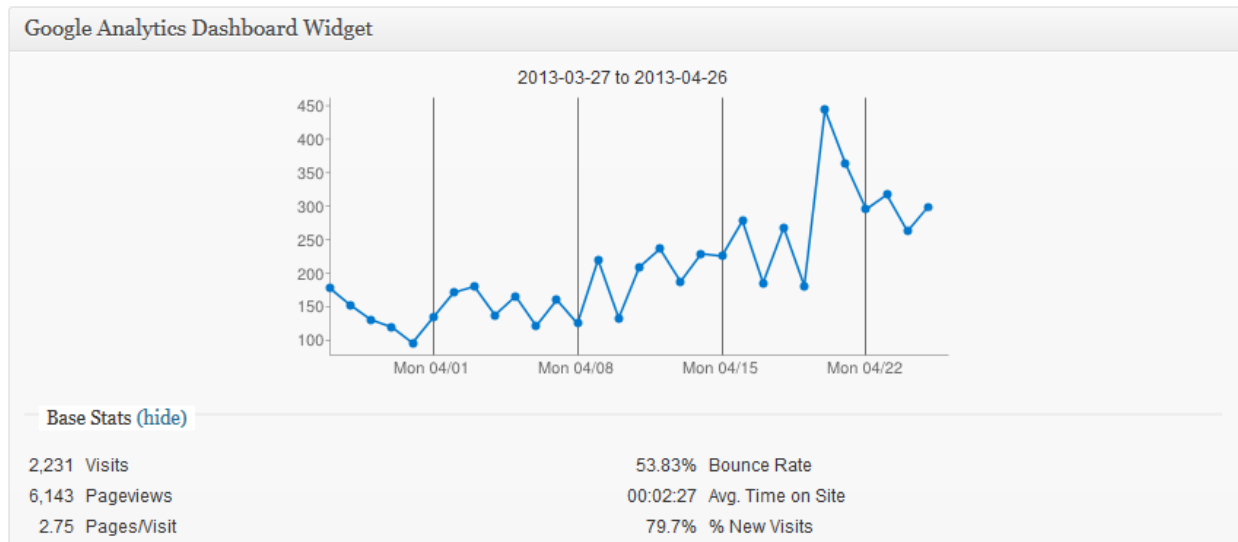
```
[icon color="#ffb51a" size="42px" name="icon-user"]
```

AND NOW YOU HAVE A NEW SHINY ICON ON YOUR WEBSITE

Summary

Vector Icons is a new way to include icons to your site. No more need to customize image or psd files, now all is done in your Wordpress editor. This is made possible by combining awesome iconic vector fonts with 900+ icons and beautiful icon panel. Icons are retina and high definition ready and will look crisp in any definition. Icons can be any color and any size, with predefined or custom effects and are great for any purpose.

GOOGLE ANALYTICS



Google Analytics not only lets you measure sales and conversions, but also gives you fresh insights into how visitors use your site, how they arrived on your site, and how you can keep them coming back.

Analysis Tools

Google Analytics is built on a powerful, easy to use, reporting platform, so you can decide what data you want to view and customize your reports, with just a few clicks.

Content Analytics

Content reports help you understand which parts of your website are performing well, which pages are most popular so you can create a better experience for your customers.

Social Analytics

The web is a social place and Google Analytics measures success of your social media programs. You can analyze how visitors interact with sharing features on your site (like the Google +1 button) and engage with your content across social platforms.

Advertising Analytics

Make the most of your advertising by learning how well your social, mobile, search and display ads are working. Link your website activity to your marketing campaigns to get the complete picture and improve your advertising performance.

RESPONSIVE GALLERY



Summary

The Kingsville Gallery consists of several pages that will grow over time to support additional events that have taken place in the past or added venues. Currently, the gallery pulls images in from Facebook and hosts all images offsite; saving bandwidth and server space. The gallery is fully responsive, featuring a custom responsive menu at the top of every gallery page. Each image contains a description and title provided by the Facebook page that it is pulled from.

Features

- **Automatically align images** to a justified gallery
- **Responsive:** adapts to the resolution of any device, provided your theme is also responsive. Try resizing the browser window! It'll adjust as you stop dragging.
- Uses the **WordPress native way** of creating galleries, you can use your pre-existing galleries
- Load albums from **Facebook!** Use the Facebook authorization manager tool and the shortcode editor to visually select your album to load (page and user albums as well), image list caching is supported
- **Flickr** compatibility: load photos from a user's Photostream, Favorites, Group pools, Photosets, Galleries! Includes a user manager tool. No authentication required. Image list caching is supported.
- **Nextgen** integration, full support for nested albums and galleries, tag gallery, tag album, recent images, individual photos, permalinks, custom links, limit, load more or hidden limit is used instead of pagination.
- **Load more** type of pagination
- **Limit** image count or maximum rows
- **Hidden limit** – limit the number of thumbs but cycle all gallery images in the lightbox
- Flexible, **dynamic row height**
- On the fly **special effects:** cross-browser desaturation, glow, blur, sepia, edge detection effects
- Admin area 1: Main settings page with clean and logical tabs
- Admin area 2: Shortcode editor for the attributes with the **ability to edit existing shortcodes**
- Both admin areas feature contextual help and are tabbed
- **Over 100 settings and shortcode attributes** that you can change for each gallery
- Mobile specific settings that apply when a mobile device is detected
- Multiple free lightbox options bundled: a **customized prettyPhoto with social sharing, ColorBox, PhotoSwipe** – which is optimized for mobiles and features a **touch swipe navigation** between the images. It's possible to use a different lightbox for mobile devices and for desktops. Also to disable the lightbox or to turn links off.
- HTML tags support in lightbox captions
- **Custom link URL with video support** – images with link target (`_self/_blank/video`)
- **Magnifier icon** (can be changed) in the middle of the **transparent color overlay**
- Error checking
- Right click theft protection
- **Ability to use multiple instances** on one page
- Option to hide the last row if incomplete or to match previous row's height for same shaped images
- You can choose any of the WordPress image fields (such as Title, Alternate Text, Caption, Description from Media Libray) to appear at any location as captions and in the lightbox scripts
- Built-in tool to **move images between posts** in the Media Library without having to re-upload them
- Crops the images as a last resort
- Full deeplinking and extended **social tools support for prettyPhoto:** Twitter, G+, Pinterest share the individual images
- **Template tag** generator in the shortcode editor, sidebar text **widget** shortcode compatibility
- Features simply the best mouse enter/leave animation solution, hoverFlow for jQuery to solve the animation queue buildup
- TimThumb prepares, resizes, caches the thumbnails for minimal bandwidth and resource usage. It's also made cacheable by CloudFlare!
- Plugin files will only load when needed, not causing slowdown on other pages

TESTIMONIALS SYSTEM

Share Your Experience

Thank you for taking the time and consideration to share your moments with us to share with everyone else!



“ Birthplace



“ I was born in Kingsville on 2/23/1960. My father was in the navy and my mother was a waitress. On the way to the hospital my father ran out of gas. Of course he had to get my mother a ride to the hospital, then gas for their car then get back to our house to care for my 2 brothers and sister. There was a newspaper article in one of the papers back then under the caption " A Horse, A Horse my kingdom for a Horse". We moved when my father was transferred to Ca. But I have and always will feel like Kingsville is my hometown.

by Tammy Chism Beckham

I am Married with 6 children . Four grown and two preschoolers. We live in a small town in Tn. We plan to make our next vacation in my hometown to look into its history. (I am a History Buff). I would love to find a copy of the newspaper that had the story of my birth,

Testimonial Submission

Testimonial Title:

Testimonial:

Your name:

About yourself:

Upload your profile picture:

Your email:

Rating:

Category:

Testimonial Youtube URL:

Summary

This system provides a nice and simple solution for your visitors to write their points of view of Kingsville, Texas. For quality retention, you may decide to publish them or not, or to modify them before they are displayed publically. It is supported by a back-end administration page for easy configuration and management.

SITE POLICIES

WEBSITE PRIVACY POLICY

TERMS OF SERVICE

PLEASE READ THE FOLLOWING TERMS AND POLICIES CAREFULLY. WHEN YOU USE THIS WEBSITE, YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTOOD, AND AGREE TO BE BOUND BY THE POLICIES, TERMS, AND CONDITIONS SET FORTH HEREIN.

I hereby acknowledge that I have read, understood, and agree to be bound by the policies, terms, and conditions set forth in this document.

YOUR ACCOUNT

If you use this site, you are responsible for maintaining the confidentiality of your account and password and for restricting access to your computer, and you agree to accept responsibility for all activities that occur under your account or password. Kingsville Visitors Center reserves the right to refuse service, terminate accounts, remove or edit content, or cancel orders at their sole discretion. (The words "we," "our," or "us" also refer to Kingsville Visitors Center.)

ILLEGAL OR ABUSIVE USAGE IS STRICTLY PROHIBITED

You must not abuse, harass, threaten, impersonate, or intimidate other users of our website. You may not use the Kingsville Visitors Center's service for any illegal or unauthorized purpose. International users agree to comply with all local laws (in addition to the laws of the United States and Texas) regarding online conduct and acceptable content. Should you be found to have engaged in illegal or abusive usage of our website, Kingsville Visitors Center will suspend your account or usage as applicable.

COPYRIGHT

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ELECTRONIC COMMUNICATION

When you visit our website or send e-mails to us, you are communicating with us electronically. You consent to receive communications from us electronically. We will communicate with you by e-mail or by posting notices on this site. You agree that all agreements, notices, disclosures, or other communications that we provide to you electronically satisfy any legal requirement that such communications be in writing.

Summary

The site policies page features an attorney drafted privacy policy and terms of use condition statement. This is crucial in a 21st century atmosphere to provide security for the host, Kingsville Visitors Center, Hi-Res Creative, and the user of the website. Essentially, it covers use of trademarks, graphics, copyright material, etc. This is important when collecting information online from users, such as the Google Analytics tracking system and Newsletter system.

A decorative graphic consisting of a grid of orange squares. The grid is 4 squares wide and 4 squares high, with the bottom-right square missing, creating a stepped effect on the right side.

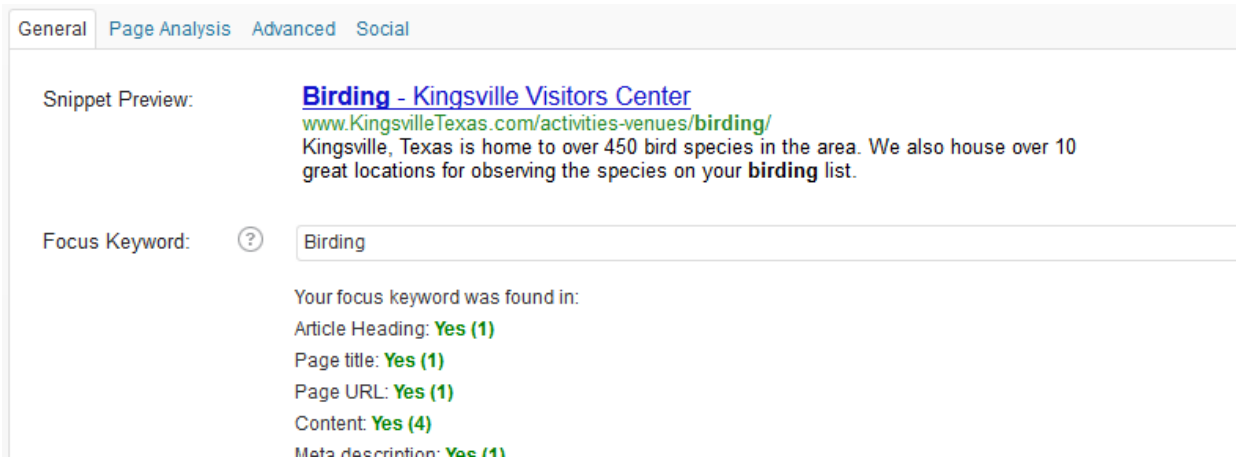
SEARCH ENGINE OPTIMIZATION

Each page of the KingsvilleTexas.com website has been hand-optimized with state of the art best practices, including Social Media optimization; i.e. OpenGraph thumbnails and descriptions.

SEARCH ENGINE OPTIMIZATION

Post Titles and Meta Descriptions

The Kingsville, Texas website is pre-configured with set templates for titles and meta descriptions for all types of pages. The majority of pages are completely optimized with post title and meta descriptions; using the snippet preview functionality to see what it would look like in Google. Add to that the chance to enter a focus keyword, which is used to show you how it would bold in your search results, and you have the chance to control everything you want about your listing in Google:



The screenshot shows a WordPress SEO plugin interface with tabs for General, Page Analysis, Advanced, and Social. The 'Page Analysis' tab is active. It displays a 'Snippet Preview' for a page titled 'Birding - Kingsville Visitors Center' with the URL 'www.KingsvilleTexas.com/activities-venues/birding/'. The preview text reads: 'Kingsville, Texas is home to over 450 bird species in the area. We also house over 10 great locations for observing the species on your birding list.' Below this, the 'Focus Keyword' is set to 'Birding'. A list of findings shows: 'Your focus keyword was found in: Article Heading: Yes (1), Page title: Yes (1), Page URL: Yes (1), Content: Yes (4), Meta description: Yes (1)'.

[Home](#) > [Heritage](#) > [1904 Train Depot Museum](#) > **Gallery**

Breadcrumbs

The Yoast Breadcrumbs code has been powering many (premium) themes breadcrumbs for ages. Using the same code, the website now gives way more granular control over this breadcrumb. The website has been hardcoded to support this system, allowing greater navigation control for your visitors.

XML Sitemaps

XML Sitemaps are an essential part of current day SEO, and can thus not be excluded from a complete WordPress SEO plugin. Therefore, the website has an automatic sitemap generator that submits the updated information to Google and other search engines each time the sitemap is modified.

Clean up head section

With recent releases, WordPress has added more and more bloat to the <head> section of WordPress installs. Luckily it also has methods to remove those. WordPress SEO will strive to keep your head section as clean as possible.

Automated Daily Backups

It's just like saving your state in a game or using Apple's Time Machine or Microsoft's System Restore. The Kingsville, Texas website automatically backs up it's current state on a daily basis. This will allow the website to restore itself in the event of a security issue, such as a hacker or defacing of the website code.



Website Backlinks Analysis Report

251 backlinks from 191 domains

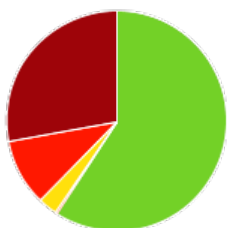
Report created: Apr 21, 2013
 Website: <http://www.kingsvilletexas.com>
 Compared with: 7 day(s) old

Domain Statistics

The domain www.kingsvilletexas.com has IP address **198.74.56.106** and is located in **USA**. The domain's age is **14 year(s), 6 month(s)**.

PR Domain Google PageRank	PR 4
Alexa Rank	7459753
DMOZ Listing	Yes
Yahoo! Dir Listing	Yes

Current Backlink Statuses



155 (61.8%) backlinks currently **link back**

- 148 (59%) links bear **full SEO value**
- 0 links are set up **using embedded object**
- 0 links point to domain but use **wrong parameter**
- 7 (2.8%) links have **nofollow tag**
- 0 come from pages **restricted from indexing**

96 (38.2%) backlinks currently **do not link back**

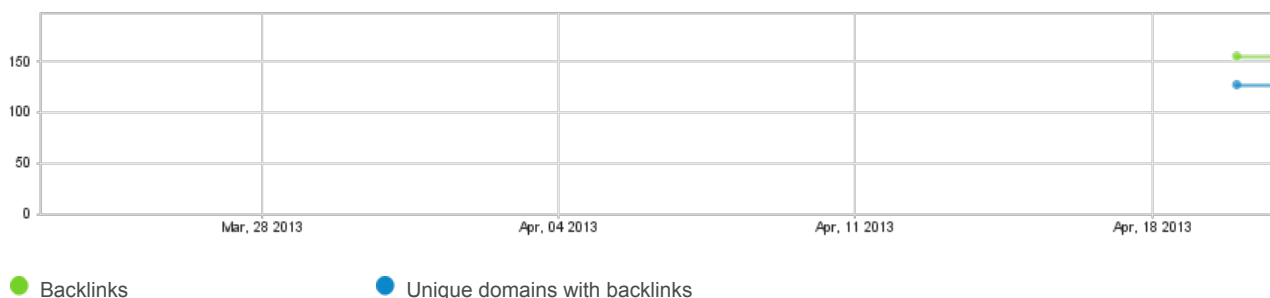
- 1 (0.4%) links have status **Site is down**
- 25 (10%) links have status **Page not found (error 404)**
- 70 (27.9%) links have status **Link is missing from the page**

● 0 backlinks currently **not yet checked**

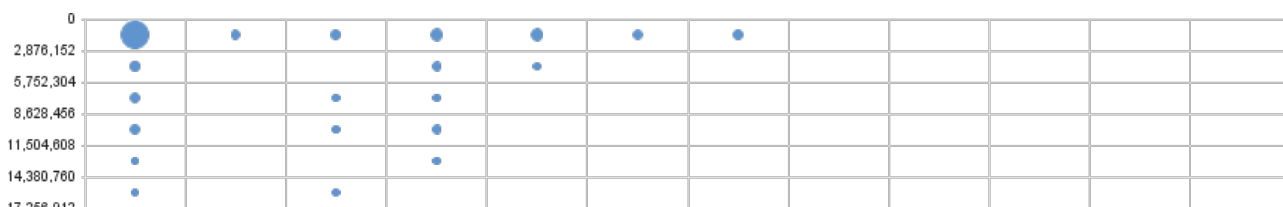
Note: Further sections of this report take into account only existent backlinks.

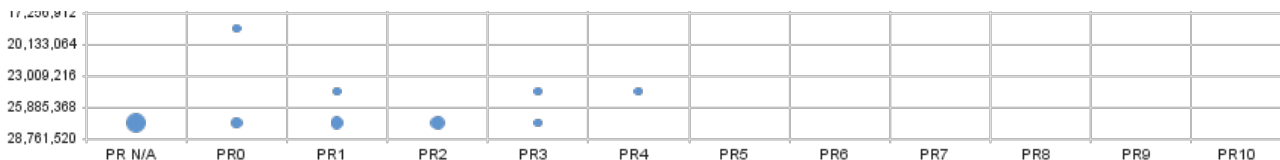
Backlinks Quantity

155 backlinks (←) from 127 unique domains (←) from 110 IPs from 88 C-blocks



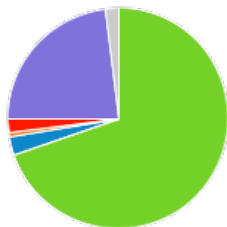
Alexa Rank and Google PageRank Distribution of Backlinks





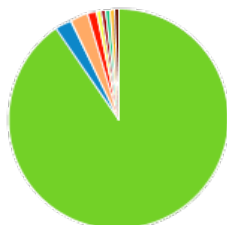
Note: Bubble size represents the number of backlinks.

Domain Age of Backlinks



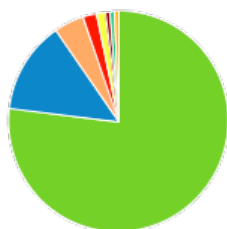
- The age of **108 (69.7%)** linking domains is **more than 5 years**
- The age of **4 (2.6%)** linking domains is **between 3 and 5 years**
- The age of **1 (0.6%)** linking domains is **between 1 and 3 years**
- The age of **3 (1.9%)** linking domains is **less than 1 year**
- The age of **36 (23.2%)** linking domains is **unknown**
- The age of **3 (1.9%)** linking domains is **not yet checked**

Geography of Backlinks



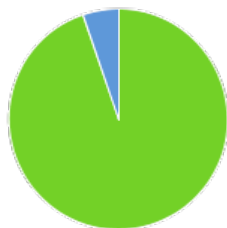
- 140 (90.3%)** backlinks come from **USA**
- 4 (2.6%)** backlinks come from **UK**
- 4 (2.6%)** backlinks come from **Germany**
- 2 (1.3%)** backlinks come from **Netherlands**
- 1 (0.6%)** backlinks come from **Canada**
- 1 (0.6%)** backlinks come from **Europe**
- 1 (0.6%)** backlinks come from **Asia-Pacific**
- 1 (0.6%)** backlinks come from **Italy**
- 1 (0.6%)** backlinks come from **Panama**

TLD (Top Level Domains) of Backlinks



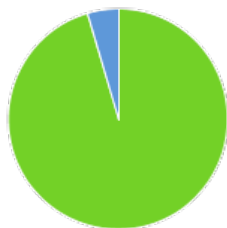
- 119 (77%)** come from **com** domains
- 21 (14%)** come from **org** domains
- 7 (5%)** come from **edu** domains
- 3 (2%)** come from **net** domains
- 2 (1%)** come from **de** domains
- 1 (1%)** come from **us** domains
- 1 (1%)** come from **io** domains
- 1 (1%)** come from **info** domains

Text vs Image Links



- 147 (95%)** backlinks are **text links**
- 8 (5%)** backlinks are **image links**

"Dofollow" vs "Nofollow" Links



- 148 (95%)** backlinks are **"dofollow"**
- 7 (5%)** backlinks are **"nofollow"**

Top 17 Anchor URLs

Anchor URL	% ▼
------------	-----

www.kingsvilletexas.com/	45.2%
www.kingsvilletexas.com	40%
www.kingsvilletexas.com/events	2.6%
kingsvilletexas.com	1.9%
kingsvilletexas.com/	1.3%
www.kingsvilletexas.com/ToDo.asp	1.3%
www.kingsvilletexas.com/Link.asp?Page=/about.asp	1.3%
www.KingsvilleTexas.com	0.6%
www.kingsvilletexas.com/index.php/about-kingsville.html	0.6%
www.kingsvilletexas.com/Link.asp?Page=/birds.asp	0.6%
www.kingsvilletexas.com/index.php/kingsville-birding-birdwatching.html	0.6%
www.Kingsvilletexas.com	0.6%
www.kingsvilletexas.com?All-Across-Texas.com-Sent-You-This-Visitor	0.6%
www.kingsvilletexas.com/Birding_5.asp	0.6%
www.kingsvilletexas.com/about.asp	0.6%
www.kingsvilletexas.com/event/c-m-bhakta-memorial-cricket-tournament	0.6%
www.kingsvilletexas.com/index.php/kingsville-texas-events-calendar/Kingsville_Texas_Events_Calendar.html	0.6%

Top 30 Anchor Texts

Anchor Text	% ▼
Kingsville	11.6%
Kingsville Convention and Visitors Bureau	11%
www.kingsvilletexas.com	9.7%
Kingsville Convention & Visitors Bureau	6.5%
http://www.kingsvilletexas.com	6.5%
[empty alt attribute of an image]	5.2%
Kingsville, Texas Convention & Visitors Bureau	4.5%
Kingsville Texas Convention & Visitors Bureau	3.9%
Kingsville, Texas	3.2%
Convention & Visitors Bureau	2.6%
Calendar	2.6%
Kingsville Attractions	1.9%
Convention and Visitors Bureau	1.3%
[Image] Downtown Kingsville	1.3%
Kingsville CVB	1.3%
Kingsville, Texas Convention & Visitors Bureau...	1.3%
[Image] South Texas Birding & Wildlife Festival	1.3%
Kingsville Convention and Visitors Bureau.	1.3%
http://www.kingsvilletexas.com/	1.3%
kingsvilletexas.com	1.3%
city page	0.6%
9th Annual RIDE ON THE WILD SIDE	0.6%
Kingsville Visitor's Bureau	0.6%
Kingsville Teas: About Kingsville	0.6%
Verkehrsamt Kingsville	0.6%
View Site	0.6%
Kingsville -	0.6%
Visit The Official Kingsville Website!	0.6%
http://kingsvilletexas.com	0.6%

Keywords in Backlink Anchors





















Keyword	Anchor Text Density ▼
kingsville	58.7% (91)
convention	35.4% (55)
visitors	35.4% (55)
bureau	34.8% (54)
www.kingsvilletexas.com	19.3% (30)
texas	18.0% (28)
http	9.0% (14)
birding	3.2% (5)
calendar	2.5% (4)
cvb	2.5% (4)
festival	2.5% (4)
south	2.5% (4)
wildlife	2.5% (4)
attractions	1.9% (3)
center	1.9% (3)
kingsvilletexas.com	1.9% (3)
site	1.9% (3)
visitor	1.9% (3)
bureau..	1.2% (2)
downtown	1.2% (2)
info	1.2% (2)
information	1.2% (2)
tx	1.2% (2)
visitor's	1.2% (2)
-	0.6% (1)
5.asp	0.6% (1)
9th	0.6% (1)
annual	0.6% (1)
c-m-bhakta-memorial-cricket-tournament	0.6% (1)

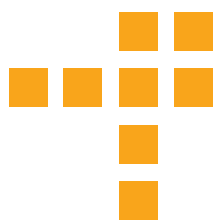
Top 30 Backlinks by Link Value

Backlink URL	Anchor URL	Link Value ▼
www.towd.com/search.php?country=USA/Texas	www.kingsvilletexas.com	0.250
kingsvillemusic.org/	www.kingsvilletexas.com/	0.196
youngspizza.com/links.html	www.kingsvilletexas.com	0.142
www.robinnixon.com/kingsville.htm	www.kingsvilletexas.com/	0.121
tamuk.edu/admission	www.kingsvilletexas.com/	0.115
tamuk.edu/admission/index.html	www.kingsvilletexas.com/	0.115
tamuk.edu/admission/	www.kingsvilletexas.com/	0.115
wildhorselodge.com	www.kingsvilletexas.com	0.113
wildhorselodge.com/	www.kingsvilletexas.com	0.113
www.southtexasheritagetrail.com/visitor-...ndex.html	www.kingsvilletexas.com/	0.100
kingsville.org/index.php/the-com...unity/tourism.html	www.kingsvilletexas.com/	0.097
rockport-texas.com/links.html	www.kingsvilletexas.com/	0.085
govtexas.com/ranchhand.htm	www.kingsvilletexas.com/	0.074

www.keepkingsvillebeautiful.com/links.html	www.kingsvilletexas.com/	0.074
texastripper.com/kingsville/index.html	www.kingsvilletexas.com	0.071
bettyhaasrealtors.com/community.html	www.kingsvilletexas.com	0.071
rivierabeachrv.com/info.htm	www.kingsvilletexas.com/	0.071
texasoutside.com/texas-bird-watching/index.html	www.kingsvilletexas.com/index.php/ki...watching.html	0.065
www.kingsville.org/index.php/the-c.../area-links.html	www.kingsvilletexas.com/	0.060
kingsville.org/index.php/eventcalendar.html	www.kingsvilletexas.com/index.php/ki...Calendar.html	0.059
tamhsc.edu/campuses/kingsville	www.kingsvilletexas.com/	0.056
tamhsc.edu/campuses/kingsville/	www.kingsvilletexas.com/	0.056
www.texasdowntown.org/members.html	www.kingsvilletexas.com	0.049
www.naturescapenews.com/	www.kingsvilletexas.com	0.047
naturescapenews.com	www.kingsvilletexas.com	0.047
riograndeltaaudubon.org/ENewsletter...ANov2006.htm	www.kingsvilletexas.com	0.047
treasurechestcc.com/kingsvil.htm	www.kingsvilletexas.com/	0.045
www.jenasweb.com/links.html	www.kingsvilletexas.com	0.040
riograndeltaaudubon.org/ENewsletter...AOct2006.htm	www.kingsvilletexas.com	0.040
ransomroadrvparkinc.com/links.php	www.kingsvilletexas.com/	0.040

Top 30 Linking Domains by Link Value

Linking Domain	Link Value ▼	Domain PR
tamuk.edu	0.345	 PR 7
www.towd.com	0.250	 PR 6
kingsville.org	0.216	 PR 4
kingsvillemusic.org/	0.196	 PR 3
youngspizza.com	0.142	 PR 3
www.robinnixon.com	0.121	 PR 5
wildhorselodge.com	0.113	 PR 2
wildhorselodge.com/	0.113	 PR 2
tamhsc.edu	0.111	 PR 6
www.southtexasheritagetrail.com	0.100	 PR 2
riograndeltaaudubon.org	0.088	 PR 3
rockport-texas.com	0.085	 PR 3
coastalbendtexas.com	0.074	 PR 3
gorvtexas.com	0.074	 PR 3
www.keepkingsvillebeautiful.com	0.074	 PR 3
texastripper.com	0.071	 PR 3
bettyhaasrealtors.com	0.071	 PR 2
rivierabeachrv.com	0.071	 PR 2
texasoutside.com	0.065	 PR 5
www1.youseemore.com	0.058	 PR 4
www.texasdowntown.org	0.049	 PR 4
www.naturescapenews.com/	0.047	 PR 2
naturescapenews.com	0.047	 PR 2
tpwmagazine.com	0.046	 PR N/A
treasurechestcc.com	0.045	 PR 3
visitcorpuschristitx.org	0.043	 PR 5
www.jenasweb.com	0.040	 PR 2
ransomroadrvparkinc.com	0.040	 PR 3
southtexasraveler.com	0.037	 PR 3



WEBSITE HOSTING

STANDARD HOSTING REQUIREMENTS



DOMAIN
MANAGEMENT



MULTICHOICES
PLAN PACKAGES



HOSTING
MANAGEMENT



UMLIMITED
STORAGE



WEB APPLICATION
MANAGEMENT



REPUTABLE
WEB BACKUP



LARGE VPS
DEPLOYMENTS



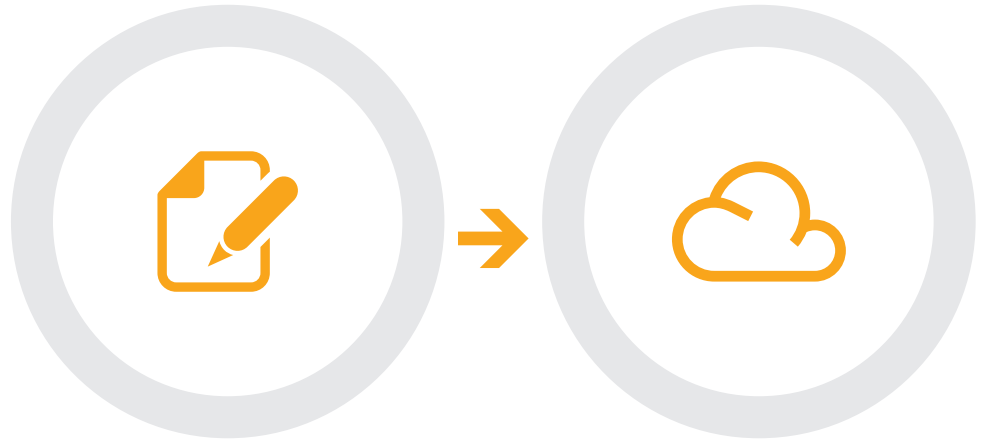
24 HOURS
SUPPORTS



HIGH
PERFORMANCE



TRUSTED
WEB SYSTEM



Many of our clients ask us for direction in selecting a hosting platform and provider for their new website. In this instance, we recommended WPEngine to meet the support for a Content Delivery Network (CDN), Solid State Drives (SSD), and Texas based.

WPEngine is trusted to host some of the largest CMS websites in the world, in both the private and public sectors and just some of their notable hosting clients include envato networks like www.FourSquare.com, Williams-Sonoma, SoundCloud, and HTC.

All WPEngine hosting services are “Fully Managed”. Everything is configured and maintained on the server, including the Linux, Apache, MySQL, and PHP (LAMP) stack, system users, firewall (iptables), backups, security updates, and anything else on the system, up to the code and data that comprise your website. WPEngine does the system administration work for their clients so they can focus on growing their online presence.

As one of the few hosting providers to offer fully managed hosting, from small virtual private server plans up through large deployments of clustered hosting plans, WPEngine has a hosting plan that will fit any website and budget. For their full

CLIENT’S SAID

After switching to WP Engine we saw site response times improve drastically from an average of 2100 milliseconds to 210 ms. Since moving over to WP Engine we’ve seen reliability improve to 99.99% up-time. We would recommend them!

Aaron Mullally, Public Storage



**WEBSITE COST
ANALYSIS**





REPORTS



DASHBOARD



CLIENTS



INVOICES



QUOTES



REPORTS

Invoices Report

Report Generated On: 2013-05-09

By: Jonathan Swindle

Clients: Kingsville Visitors Center

Invoice Type: All

From: 2012-05-09

To: 2013-05-09

Showing 1 to 4 of 4 entries

INVOICE #	INVOICE DATE	CLIENT	TOTAL	STATUS
1304050013	2013-04-05	Kingsville Visitors Center	\$2,441.00	UNPAID
1303010005	2013-03-12	Kingsville Visitors Center	\$2,485.00	PAID
1301250003	2013-01-25	Kingsville Visitors Center	\$2,540.00	PAID
1210310007	2012-10-31	Kingsville Visitors Center	\$2,485.00	PAID

REPORTS



DASHBOARD



CLIENTS



INVOICES



QUOTES



REPORTS

Payments Report

Report Generated On: 2013-05-09

By: Jonathan Swindle

Clients: Kingsville Visitors Center

From: 2012-05-09

To: 2013-05-09

DATE	PAYMENT METHOD	CLIENT	AMOUNT
2013-01-25	Check	Kingsville Visitors Center	\$ 2,540.00
2012-11-07	Check	Kingsville Visitors Center	\$ 2,485.00
2013-04-13	Check	Kingsville Visitors Center	\$ 2,485.00
Total (\$)			7,510.00

Kingsville Visitors Center
 1501 Highway 77, Kingsville, Texas, 78363
 TEL: 361-592-8516 EMAIL: rtrescott@cityofkingsville.com

INVOICE

#1210310007

Date: 2012-10-31
 Paid: 2012-11-07

ITEM	QTY	PRICE	NET SUBTOTAL
Overview	1.00	0.00	0.00
Original website was developed on Joomla and provided by a retiree from Rockport Websites. The initial website lacked social media integration, galleries, up to date content, brochures, directories, and newer photography. The CMS was very difficult to manage and provided no means to create new users or integration better analytics. The menu organization was also very difficult to navigate and needed to be simplified. There was also no calendar or newsletter system which are essential to outreach. We transferred domain ownership from previous designer to our own account. All of these services provided free of charge as establishment of business relationship.			
Responsive Website Design	18.00	80.00	1,440.00
The website was developed with a completely responsive mobile design. Typography has been customized to support a ranch/country theme with the Rye Google webfont and neutron for body text. Header navigation was developed with custom icons and a custom favicon tab. A submenu was produced that changes per the page you are on and acts as a menu for that specific page. The backgrounds are similar to a subtle white stucco as seen on buildings in the King Ranch. Discounted hourly rate provided from the standard \$135.			
Website Framework Coding	7.00	50.00	350.00
The website framework has been established to support the Wordpress CMS. PHP coding has been built into the HTML frame template along with CSS structural support. Discounted hourly rate provided from the standard \$135.			
Website/Database Hosting	6.00	10.00	60.00
The website hosting on "asmallorange" for a rate of at cost hosting. \$10 monthly.			
Newsletter System	1.00	130.00	130.00
Custom developed newsletter application with analytic support and email tracking. Provided at a significantly discounted rate.			
Yelp and Google Maps API Integration	1.00	100.00	100.00
Each listing page has been integrated with support for Yelp and Google Maps API integration. This is a pre-development for the directory systems.			
Stock Photography	6.00	20.00	120.00
Stock photography provided of birding and ranchwear for the website. This is only to act as a substitute to more formal photography representative of the area. Provided at cost from iStockPhoto.com			
Graphic Design Rework	3.00	30.00	90.00
Redesigned and updated graphics provided by Robert Trescott from the previous director for use on t bsite and print related media. Provided at a discounted rate from the standard \$185 for graphic design work.			
Computer Networking Support	3.00	65.00	195.00
Provided consultation on what steps to take on the state of technology in the Kingsville Visitors Center. Very outdated equipment and poor execution by initial tenant. Recommendations are: move networking equipment to a secured location out of Mr. Trescott's office. Update router and switch to more standardized equipment for an office place and secure wireless technology. Standard consultation rate charged.			

TOTAL: **\$2,485.00**

Kingsville Visitors Center
 1501 Highway 77, Kingsville, Texas, 78363
 TEL: 361-592-8516 EMAIL: rtrescott@cityofkingsville.com

INVOICE

#1301250003

Date: 2012-12-27
 Paid: 2013-01-25

ITEM	QTY	PRICE	NET SUBTOTAL
Overview	1.00	0.00	0.00
Increased capacity of website functionality and design. Moved hosting to a faster server based in Austin, TX with SSD & CDN support. Event calendar system developed with custom user submission and Facebook event weekly import system. Online brochure system based on jQuery for use on mobile devices. Built in testimonial submission application with administrative review and approval back-end. Custom mapping application with categories, icons, and built in GPS location system for automated directions. Automated daily website back up and security updates in the event of hacking or intrusion included free of charge.			
Additional Pages, Sliders, Graphics, Layouts	8.00	80.00	640.00
Three layouts were predefined via a custom developed templating application in the back end. These templates can be reloaded on new pages with plug and play information for ease of use by the KVC staff. A total of 34 pages (at this time) have been developed and a custom slider has been produced on the front page. Each directory page and important functionality has had a graphic developed to help attract attention of the visitor.			
Pop-Up System with Cookie Support	1.00	115.00	115.00
The website has been developed a jQuery pop-up system that is responsive and supports mobile smartphones. This system has been integrated into the newsletter application for attraction of new subscribers. The system has also been built with cookie support, remembering a new subscriber for 120 days (preventing the pop up from opening again) and 30 days for those that chose to opt out. A graphic has been developed for check point bullets and a cowboy hat. Copywriting was also established for this pop up.			
Improved host w/ CDN and \$50 applied credit	5.00	56.00	280.00
As per the request of Robert Trescott, the website has been migrated to a Texas based host with Content Delivery Network support (speed). \$50 of the previously paid hosting has been transferred over to this cost. The hosting is provided at cost. \$55 monthly. WPEngine.com is the selected hosting company.			
Online Brochure System w/ Digitized Copy	1.00	230.00	230.00
3 brochures have been developed and displayed online for use by local businesses and visitors to the area.			
Calendar w/ user submission and facebook feed	1.00	370.00	370.00
The website calendar has been developed to support user submissions on a front end application form. Social media integration has also been developed to support an automated addition of events to the calendar from select Facebook pages. The calendar system has been developed with support for AJAX, venues, organizers, and Google Search Engine Optimization.			
Testimonial System w/ Google Reviews feed	1.00	175.00	175.00
A testimonial front end and back end administration system has been developed for submission of photographs, reviews, and ratings. A page has been developed to display this information to the public as well. The application has been modified to support Google's Review system, submitting them to the search engine for indexing at the time of their approval online.			
Tourism Guide Ad Design	5.00	30.00	150.00
An advertisement for the Tourism Guide was developed at the request of Robert Trescott for his use indefinitely. The design displays the updated Kingsville, Texas logo, horses, and 4 museums in the city.			
Billboard Design	7.00	30.00	210.00
A billboard design mock up was produced for the City of Kingsville and King Ranch. This design utilizes a photograph from Patti Trujillo and elements akin to the website design; including the horses, typography, and updated logo.			
Operating Hours w/ Time Sensitive Signage	1.00	40.00	40.00
A custom application was developed to display the hours of operation on the website, including a sign that utilizes the server time to verify if the business is open or closed. The sign displays the Open or Closed graphic depending on the hours referenced to in the hours of operation table.			

Point of Interest Mapping w/ Current Location System	1.00	180.00	180.00
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This is a development to the directory system which utilizes the Google Maps API. A custom application was developed to pinpoint the users location and provide step by step directions to any of the POI's on the map. This utilizes the geolocation of the visitor based on their IP address. A site policy was established to make it known that no information is stored on the server regarding the use of this system.

Computer Networking and File Management	6.00	25.00	150.00
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Additional consultation was provided in regards to the recent developments of their networking system. Several hours were spent on fishing through old computer hard drives for usable photography, graphics, and resources to benefit the KVC after the transition took place from the CVB management. They left without providing any organized media that contained this information from the last 10+ years.

NET TOTAL: \$2,540.00
TAX: \$0.00
TOTAL: \$2,540.00

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INVOICE

#1303010005

Date: 2013-03-12
 Paid: 2013-04-13

ITEM	QTY	PRICE	NET SUBTOTAL
Hotel Brochure - Print & Digital w/ Source File	1.00	435.00	435.00
Brochure design for hotels in the Kingsville area. This includes 11 hotels with TripAdvisor ratings, images, descriptions of each hotel, and custom icons for amenities. Photoshop file organized for easy modified of layers and folders. Mockups included for website and newsletter display. Digital PDF copy uploaded to website for download.			
RV Parks Brochure - Print & Digital w/ Source File	1.00	435.00	435.00
Brochure design for RV Parks in the Kingsville and Riviera area. Design includes a map of the Kingsville and Riviera areas and custom trailer icons + markers to signify location of each park. The design lists 8 RV parks with a table to list amenities for RVers. 5 stock images. Photoshop file organized for easy modification of layers and folders. Mockups included for website and newsletter display. Digital PDF copy uploaded to website for download.			
Restaurant Brochure - Print & Digital w/ Source File	1.00	435.00	435.00
Brochure design for restaurants in the Kingsville area. This includes over 50 restaurants. The brochure was previously designed separately but was now redesigned to match a similar design structure. Includes 3 stock images. Photoshop file organized for easy modified of layers and folders. Mockups included for website and newsletter display. Digital PDF copy uploaded to website for download.			
Auto-responder Newsletter Templates	5.00	32.00	160.00
Custom newsletter templates on an auto-responder system (meaning that after a certain time passes by after a subscriber signs up, the newsletter system will automatically generate a newsletter). These templates include; a Welcome email with logo mock ups and various photos overviewing the website and features, a Lodging email to advertise the website functionality and brochures specifically, a Restaurant email to advertise local restaurants and the respective brochure, and a Events Calendar email to advertise the functionality of the calendar including the ability to upload events via Facebook pages and a website form. An email also generates 30 days after a user signs up to request a testimonial of their visit to Kingsville to assist in generating reviews of local attractions.			
Shopping Page - Map Listing/Directory	5.00	35.00	175.00
The shopping page has been updated to include information about local shopping venues such as Harrel's Pharmacy and Blue Quail Designs. A system was also put into place for individuals to submit business information that can be included in the directory or removed at request.			
Recover Laptop Files/Website Training	6.00	65.00	390.00
On February 28th I visited the KVC to recover photographs from a laptop for the website. I also provided training on the website for writing content and uploading images. I visited with Bob to discuss the network problems after CMA made changes and provided insight on possibilities for correcting them. I addressed Chuck's email issue and set up his computer email account.			
Facebook and Google+ Integration	1.00	165.00	165.00
Website coded with Facebook integration support. New articles are posted onto the KingsvilleNow.com Facebook page automatically upon publishing. Events are also now posted to the Facebook page upon publishing. OpenGraph support has also been enabled with two custom images for shared media thumbnails and generalized descriptions. Google+ integration has been included throughout as well.			
Digitize Birding Brochure	1.00	35.00	35.00
Digitized Birding Brochure and included it on the website Birding page as well as on the downloads directory.			
Sharing Toolbar	3.00	45.00	135.00
A sharing toolbar has been included on pages and posts. This enables sharing via email, facebook, pinterest, twitter, stumbleupon, and print.			
Custom Images	1.00	120.00	120.00

New updated high-resolution images have been taken of hotels and community highlight POIs for the website location points and brochures.

NET TOTAL:	\$2,485.00
TAX:	\$0.00
TOTAL:	\$2,485.00



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INVOICE
#1304050013

Date: 2013-05-10
Due: 2013-05-25

Table with 4 columns: ITEM, QTY, PRICE, NET SUBTOTAL. Rows include: Restaurants Brochure - Word Document, Large Foldout Map, Coin Revision, Train Station Page, Kingsville Monument Mockup, Security Enhancements and Script Hardening, Icons, Press Kit, Link Directory, A Ride on the Wild Side Poster, Texas NOW Advertisement, Custom 404 Page, Gallery Development w/ improved menu.

The Kingsville Gallery has added: Around Town, Canopy Project, Downtown, TAMUK, and Visitors Center.
The Historical Gallery has added: Casa Ricardo, El Kineno Automobile, Old Postcards, and Texas Theater.
The Events Gallery has added: Air Show, Cricket Tournament, Hottest 8 Seconds Rodeo, Wild Side bike ride, and Trash Off Day.
The Parades Gallery has added: Homecoming Parade and Veteran's Day Parade.

The Surrounding Area Gallery has added: South Kleberg and Baffin Bay.
Updated the gallery menu to a horizontal position with enhanced styling and a responsive design to support mobile viewing.

SEO customized on each page to increase overall page ranking.

City of Kingsville Addition - Prioritized	1.00	65.00	65.00
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Added information about the City of Kingsville's ownership of the Kingsville Visitors Center and that it operates as a Tourism Department affiliated with the city municipal government. This was made a priority on May 3, 2013.

Custom Footer Buttons	4.00	8.00	32.00
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4 buttons have been established on the bottom of the website to support easy access to Kingsville's Wikipedia, Yelp, TripAdvisor, and Facebook.

NET TOTAL:	\$2,441.00
TAX:	\$0.00
TOTAL:	\$2,441.00



GOING FORWARD

It is important to never let a website stagnate and go unprotected. A contract with Hi-Res Creative will make certain that your website stays fresh, protected from hackers and security flaws, and maintains any aspects that could break with use over a long term period of functionality.

SUPPORT COST AND PRICES!

Now that the website has been produced and gone live, it is important to consider how you will tend to the maintenance. Knowing that a website is only effective when it works; just like a car, a website needs to be maintained and kept secure. These subscriptions are based on a set number of hours of work supplied by Hi-Res Creative on a monthly basis for a set fee per month for the agreed subscription period of 1 year, renewable at a discounted rate each year thereafter. If no package is selected, the expense of hosting will be transferred to your offices.

SILVER

Web hosting and 1 hour of telephone/email support per month, plus the application of critical security patches

▶  **200 per month**

GOLD

Web hosting and 5 hours of telephone/email support per month, plus the application of critical security patches to KingsvilleTexas.com. Includes 3 updates to brochures a month.

▶  **500 per month**

PLATINUM

Web hosting and 10 hours of telephone/email support per month, plus the application of critical security patches. Includes a total of 8 updates to brochures, web content, and print media.

▶  **1,000 per month**

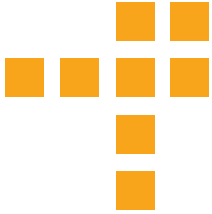
TITANIUM

Web hosting and 20 hours of telephone/email support per month, plus the application of critical security patches for KingsvilleTexas.com. Includes infinite updates to brochures, web content, and production of additional print media.

▶  **2,000 per month**

ON DEMAND

▶ **\$125 per hour** for telephone/email support, updates, and security patching.



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