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**NDLTD WEB SITE CONTENT EDITING**  
**INITIAL PLAN AND ESTIMATE**  
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In revising the NDLTD web site to offer improved access for a variety of users and more efficient pathways to content, I would suggest three steps to be taken in consultation with the Public Relations Committee of NDLTD:

- 1) Brief initial planning for the overall site
- 2) Revision of the content of individual sections, beginning with **About NDLTD, Documentation, and the Online Press Room**
- 3) Returning to the overall site plan after each individual section is revised to make adjustments to the content under the three Home Page guideposts, **For Researchers, For Authors, and For Institutions**

Ideally, in consultation with the Public Relations Committee revisions to the content and organization of individual sections would go online before the entire site's content is fully planned and revised.

**INITIAL PLAN**

The first three sections of the site to be revised would be **About NDLTD, Documentation, and the Online Press Room.**

- Reviewing and editing About NDLTD would offer the best window into the organization to begin the project.
- Documentation, which might be called "Resources" in another organization, would be the largest section, and one of the most valuable for users. It would be divided into subsections to provide information for target audiences, and all the information would be linked to For Researchers, For Authors, and For Institutions on the Home Page. The Documentation section would also provide an easy-to-navigate archive of material about the history of NDLTD.
- The Online Press Room would include, among other things, a newsletter archive, a press release archive, and a list of people to contact when users have specific questions about NDLTD.

I would suggest an approximate **TIMELINE** similar to this:

Week 1: submit questions about overall site design to the Public Relations Committee  
Week 2: discuss answers to the questions and develop initial rough plan for the site  
Weeks 3-6: revise **About NDLTD** section and submit suggested plan to Public Relations Committee, followed by discussion and further revision  
Weeks 7-10: revise **Documentation** section and submit suggestions to Public Relations Committee, followed by discussion and further revision  
Weeks 11-14: revise **Online Press Room** section and submit suggestions to Public Relations Committee, followed by discussion and further revision

At each stage we would consider our progress and make adjustments to the schedule as needed. Once the first three sections are revised, we would then discuss the next steps, and further revise the overall plan.

## **COST**

I would estimate **50-60 hours of work** for the initial discussions and the revision of **About NDLTD** and **Documentation** sections. Based on this estimate, I'd suggest payment of **\$1800 (due when the initial revision of the Documentation section is complete)**.

After completing the Documentation section, I would consider the initial time estimates, the amount of work left to do, and provide an estimate for completing the much smaller Online Press Room section and further revisions to the overall plan.

For subsequent revisions—I would create a new work plan, based on discussions with the Public Relations Committee, and develop a timeline and cost estimates for completing the project.

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