
The Berg Group

Website Strategy, Design, & Development Proposal

February 2026

Proposal Issued:

02.06.2026

Proposal Valid Until:

03.06.2026



What Sets Us Apart

Meet Click Rain—A People-Centered Digital Agency

Click Rain is an award-winning, people-centered, digital agency headquartered in downtown Sioux Falls, SD. We have been on the map since 2008 and currently have just over 100 clients. With a staff of 40 talented developers, designers, strategists, and account managers, we're proud to have grown to be the region's leading dedicated digital marketing agency. Our main services offered include digital marketing strategy and execution, website design and development, branding and creative design, video production, and content strategy.

A Team You Can Depend On

We know you have many options when it comes to choosing a website partner, and truly appreciate the chance to be considered. Click Rain is unique in these three ways:

1. We are **Digital First**. We've always focused on websites and digital marketing. That's the core of what we do.
2. We are **People-Centered**. We value and prioritize the people we work with, for, and those who experience our work.
3. **Metrics that Matter**. We are transparent, accountable, and focused on the metrics that drive your success.





About Click Rain Inc.

Click Rain Inc. is the parent company of Click Rain and Lemonly, two marketing agencies headquartered in downtown Sioux Falls. We make a difference for our teams, communities, and clients by providing an excellent employee experience, leadership, and world-class creative and digital marketing solutions.

CLICK RAIN INC.



Our mantra: Better Every Day

Our vision: To be difference-makers

Our agencies: Click Rain, Lemonly

While our agencies generally operate independently, we're always happy to collaborate to best meet your digital marketing needs.



Click Rain

We simplify digital.

The region's best high-performance web solutions and digital marketing strategies

- Marketing websites
- Digital media campaigns & creative
- Email marketing
- Research
- Live action video
- Photography



Lemonly

We design clarity.

Home of the world's best infographics

- Infographics
- Interactives (promotional microsites & quizzes)
- Reports & ebooks
- Branding
- Animated videos
- Presentations & one-pagers





Key Distinguishers

One Size Does Not Fit All

We partner with organizations across many verticals such as higher education, finance, hospitality, and manufacturing, allowing us to apply our deep bench of marketing technology expertise across many different complex projects.

We're Local

We're local, and we believe this matters. As Midwesterners, we understand what makes this region unique. When working on a project of this scale and scope, having the ability to meet face-to-face, if possible, is critical. When a project encounters challenges, it is advantageous to be partnering with a local agency in order to work through these challenges.

We're Experts

By working with Click Rain, you are working with some of the top digital experts in the region. A few uniques about our work:

- Our team is obsessed with website performance. Does speed matter? <https://web.dev/why-speed-matters/>. Why yes, it does! At Click Rain, our development team does everything it can to optimize sites during initial development, utilizing tools and industry best practices to ensure optimal site performance.
- We've built a custom personalization content solution (dynamic content). It's a simple one-time fee for implementation and start up strategy. No ongoing third-party fees to pay—it's built right into the CMS.
- SEO as an "add-on" is never as successful as positioning search as a fundamental aspect of every website project, which is why we never build a website without SEO at the forefront of the strategy.
- Click Rain treats better ROI for your website as a priority; that's why we're focused on great SEO, increased traffic and improved leads.
- We use an outstanding CMS—one of the best (if not the best) in the industry. With Craft CMS, content editing is extremely intuitive, it's easy to configure, customize and integrate with other platforms, and it has a great track record of security.
- We understand ADA accessibility and are on the cutting edge of WCAG standards.





Scope of Work

Discovery

Business Questionnaire

Upon approval, we'll send a survey to your inbox that includes questions about your business, goals, audience, existing website, and more. This information will set us up for a more efficient working relationship and will allow us to understand the basics of your business. Your response to this questionnaire is key to ensuring both teams are on the same page before moving forward with your website strategy.

Strategy

Sitemap

Your content will be organized with a clear hierarchy, so users find the information they need up-front. This will ultimately drive traffic, conversions, and repeat visits to your website—all while engaging loyal customers and building new relationships. The final sitemap will be reviewed and approved by the The Berg Group team before moving forward.

Content & Design

Design

We believe great design connects audiences with the tools, technology, and content that drives their behavior and your bottom line. Establishing clear calls to action and an easy to navigate/search interface will allow for an optimal user experience. Click Rain will develop a flexible structure through various templates and block (modular) design in order to provide flexibility for various content needs as they arise.

Click Rain has [templated designs for you to choose from](#) to accommodate your new website. With a templated design, CSS colors and your logo will be implemented within the existing template you choose. Content block CSS (color) styling will be updated according to your brand standards.

Homepage Content Blueprint

Content blueprints outline strategic content needs and structure considerations on a page-by-page basis before design and writing begin. Click Rain will develop a content blueprint for the homepage of your website. This blueprint will help guide the design process as it outlines strategic needs. It will also act as a guide for writing and page building.





Scope of Work

Content & Design (Cont.)

Content Writing

Your website serves as many people's first impression of your business and brand. And while design and functionality work together to create part of that impression, the majority of the heavy lifting will be done by the words on the page.

We pride ourselves on SEO-focused writing. A content blueprint serves as a roadmap for the actual text content to be generated on-page. Because content writing is built on the foundation of a comprehensive keyword strategy, it aligns perfectly with the established plans and findings of that strategy. This proposal includes time for Click Rain to write content for your homepage based on existing content or copy from other marketing materials you provide. Additional pages may be estimated upon request.

Development

Responsive Front-End & Back-End Development

Our team will follow development best practices to translate design mockups into fully interactive and responsive site templates. We internally QA test templates against a variety of devices and modern browsers to ensure that the final templates look great independent of the device or viewport size.

Website Performance

A site is only as good as it performs, and our development team is dedicated when it comes to performance metrics. We implement performance-related best practices, such as static page caching, image optimization, lazy loading, CDN-delivery, code chunking, and Core Web Vitals (<https://web.dev/vitals/>) to make the new website as performant as possible. We performance test each new site against tools such as webpagetest.org and Google Lighthouse because performance matters to your end users and to SEO.





Scope of Work

Development (Cont.)

Level A Compliance

ADA compliance is critical to ensuring your website is accessible to users of all abilities and reducing possible legal risks. Our team is well-versed in current (and upcoming) accessibility standards as they relate to content, design, and development. The code and any Click Rain-built pages will conform to Level A guidelines at site launch. Level AA compliance is achievable for an additional cost.

Page Building

In simple terms, page building is the process of putting the words and images on the webpage, in line with the information architecture, or sitemap, that was previously outlined. Click Rain designs and builds page elements, which are out-of-the-box templated content blocks that allow you to customize pages of your website during the page building process. While the Craft CMS is an easy-to-use interface and we provide all the tools needed to craft a beautifully laid out web page, structuring content takes strategy and time.

Click Rain will build the homepage according to the approved content blueprint. Building additional pages may be estimated upon request.

Graphic Production

Graphic production will be executed for the homepage being built by the Click Rain team. Images used on the website (from Click Rain) are intended for original use only. Any graphic revisions needed or requested will be updated by the The Berg Group team.

CMS Training

Click Rain may spend up to an hour of one-on-one or virtual training with your site admin team in preparation for page building. This training will equip your site admins with the skills needed to feel comfortable populating content and managing site content after launch. During this time, you and your team will also have the option to conduct your own testing and quality assurance checks. Click Rain will fix any bugs that may be found prior to launch.





Optional Features

Outlined below are custom The Berg Group website features we've identified and have included in this proposal based on our initial conversations. If we are chosen as your strategic web development partner, official discovery will help to refine project details, and you can expect a full scope of work following that phase of this project.

Infographics

Infographics—whether static, animated, or interactive—can help tell your brand's story with personality and polish. Guide your audience through the customer journey with a process-oriented infographic, or share statistics about your team's experience with a data visualization-focused piece. We'll make your information crystal clear through concise copy and thoughtful design, giving your website some cornerstone content to keep your audience's attention.

Video

Video content is the ideal visually compelling medium to deliver your content to your various audiences. Click Rain can handle interview style blog posts, short form content, animated social media video, and more.

Content Editing Package

Click Rain offers an optional package for our team to populate, proof and edit website copy as a final review before taking the website live. This package includes a final edit of copy in the CMS before the site launches, including edits for grammatical copy changes and ensuring on-page SEO best practices are implemented. It is an easy website add-on with the option for a bulk of hours to be used to review top pages based on analytics. The Click Rain team will review and make any grammatical edits or on-page SEO enhancements directly within the CMS, any larger copy or user experience recommendations would be outlined in a document, reviewed, and approved by The Berg Group before being implemented into the CMS.

Website Partnership

Click Rain recommends a website partnership, offering 5 hours per month to support The Berg Group through landing page optimizations, SEO enhancement recommendations, and as-needed website consultations to enhance overall performance. This package may include quarterly ADA audits to ensure compliance with the latest accessibility standards, alongside potential updates such as new site functionalities, cookie compliance updates, pixel and server log management, usability improvements, and more. Should any requests exceed the monthly allocated hours, Click Rain will transparently communicate with the The Berg Group team regarding timeline adjustments or additional project investments, ensuring a seamless and efficient partnership aimed at maintaining and enhancing your digital presence.

Please note that website partnerships utilize our preferred partner hourly rate of \$175. If you do not move forward with a website maintenance partnership and request website updates, those will be billed at a standard \$200 hourly rate.





Timeline Estimate

When you work with Click Rain, you're part of our team. You'll have a dedicated project team to guide you through each project phase, collaborate with you, and get work done. We'll stay in regular communication throughout the project, requesting meetings as needed. The following is a high-level timeline for key milestones and deliverables throughout the project. It's important to note that even though we have milestones and deliverables assigned to specific weeks, the timeline is fluid and work is always happening. A more specific timeline will be provided after the scope of the project has been approved.

Milestones & Deliverables				
Weeks*	2	4	6	8-10
Discovery <ul style="list-style-type: none"> Questionnaire 	✓			
Strategy <ul style="list-style-type: none"> Sitemap 	✓			
Content & Design <ul style="list-style-type: none"> Content Blueprint Style sheet updates Content Writing Website Personalization 		✓		
Development <ul style="list-style-type: none"> Web Development Page Building CMS Training 			✓	
Testing, QA & Launch <ul style="list-style-type: none"> Post-Launch Efforts 				✓

**This timeframe is only an approximation. A more detailed timeline will be provided during the strategy phase and will be specific to your project and needs.*





Pricing

Below is our proposed investment based on our current knowledge of The Berg Group needs. Based on further conversations during our discovery, we may recommend additional features in the scope of work that would require additional budget.

Website Project - Tier 1 Themed Solution	
Website Project	\$34,345
Craft CMS License & Plugins <i>Invoiced at website launch</i>	\$2,000
Total Investment	\$36,345

Website Project - Tier 2 Custom Solution	
Website Project	\$48,250
Craft CMS License & Plugins <i>Invoiced at website launch</i>	\$2,000
Total Investment	\$50,250

Ongoing Costs	
Annual Craft CMS License & Maintenance <i>Auto-renews each year on website anniversary</i>	\$2,000
Hosting Shared AWS Server	\$150/mo

Optional Features & Add-ons	
<input type="checkbox"/> Ongoing Website Partnership	\$875/month
<input type="checkbox"/> Content Editing Package	\$4,500





* *Pause Clause: If a client deliverable such as feedback, approvals, or payment is late more than four weeks the project will be considered "on pause." In addition to timeline adjustments, additional time/budget will be required to reactivate the project.*

Approval

The Berg Group

Print Name

Position

Date

Sign to Approve

Click Rain Inc.

Print Name

Position

Date

Sign to Approve



References

We value relationships—period. From the people we employ, the people we impact within our community, to the leaders we are fortunate to partner with and help move their business forward. We take pride in the results achieved when we get to work closely with our trusted [client partners](#). Here are just a few of them who we feel confident would say the same about us.



“We enjoy working with a company that is passionate about growing our business together. Click Rain is quick to adapt with changes or ideas that we have.”

Tom Biegler, President & CEO, Regency Hotel Management





Terms & Conditions

Project Coordination

Click Rain prides itself on being good stewards of our time and your budget, and we feel confident that we have allocated sufficient project coordination time within the approved budget, including meetings, correspondence, project management, and more. However, should your needs change during the project, we are happy to accommodate with additional allotments of project coordination time, invoiced in 10-hour increments at our hourly rate. If Click Rain is approaching the limits of the agreed-upon project coordination budget, we will be sure to let you know in advance so that you can plan accordingly.

Meeting Recording Tool

In order to increase efficiencies and enhance project communication, Click Rain utilizes a third-party recording and note-taking tool during meetings. This helps our team to ensure accurate documentation and streamline follow-up actions. If a client would prefer us not to use this tool to record meetings, they must notify us in writing via email prior to the scheduled call.

Timeline

Based on past projects, we'd estimate that this project will take 8-10 weeks (themed solution) to complete (assuming timely correspondence and approvals) from the time the project enters the current Click Rain production schedule. However, every project is unique, just as each client is unique, and certain aspects of the project may call for more or less time than the average estimated above. Specific timelines will be set during the strategy & scope. Please note that changes to the official scope of the project, once set, may require additional time and cost.

Revisions

Click Rain defines a revision as any change or variation that impacts the existing deliverables (design, sitemap, etc.). A revision is simply meant to be a slight course correction to arrive at a final solution. If multiple revisions are requested that ultimately lead to a redesign or a new strategy, a change order may be issued. All deliverables produced as part of your project, such as a sitemap, creative brief, wireframes, design mockups, etc. are allotted one round of revisions unless otherwise noted in this proposal. Additional rounds of revisions can be estimated upon request.

Invoicing

We will invoice this project through equal installments of the overall contract price and for the estimated duration. The first installment is due upon the signing of the contract.

Any optional items outlined in the proposal or scope of work will be worked into the overall price and duration of the project once approval is received. **The pricing is good through 3.06.2026 after which pricing and terms may be subject to change.**





Terms & Conditions

Hosting

We partner with Amazon Web Services ([AWS](#)), a premium third-party hosting provider, for all of our website hosting services. This partnership ensures that your website will enjoy a secure and stable server environment throughout its lifetime. Shared cloud hosting is just \$150 per month and provides a fully managed environment that covers all hardware and operating system upgrades, security, technical support, and backups. Dedicated cloud hosting is available at \$400 per month for up to two sites hosted; additional sites may be added to this plan for \$75 per month per site. Dedicated hosting is an ideal solution for higher traffic websites or those that need to operate in an isolated environment. More information is available in our service agreement. Ongoing hard costs are reviewed periodically and may be revised due to increased 3rd party expenses. Any changes will be communicated ahead of invoicing cycle.

Service Integrations

SSL certification renewals, search engine subscriptions, font licensing or any other third party service integrations will be included in annual hosting. Exceptions may include services that only allow or whose cost warrant a monthly payment over an annual one. If monthly installments are necessary, Click Rain will work with The Berg Group to determine use and cost.

Craft CMS Maintenance & Updates

CMS maintenance and updates are important to maintaining the ongoing security and functionality of each website. An active CMS license provides support and access to the latest updates and security patches. Click Rain will install and test CMS minor point version security/updates on a quarterly basis following the launch of your website. Maintaining these updates can extend the life and security of your website.

An invoice for the license renewal and maintenance will auto renew and be sent out each year on the anniversary of your website launch date.

Security

Security has begun to play an increasingly critical role in SEO, as well as an assurance to visitors that the site is legitimate and safe to use. Your site will continue to have a site-wide HTTPS and will be well positioned for the future of search engine algorithm changes.

We are proposing turning all of your site into a secure, HTTPS site with the inclusion of a domain-wide SSL certificate. Security has begun to play an increasingly critical role in SEO, as well as an assurance to visitors that the site is legitimate and safe to use. By making the switch to site-wide HTTPS now, you will be positioned well for the future of search engine algorithm changes.





Warranty

Every Click Rain website comes with a 90-day warranty, which guarantees a bug-free experience for all website functionality in the approved scope. This guarantee is included for you at no additional cost.

Google API Access

If required for your website's functionality, Click Rain will create a Google account for The Berg Group. This account will serve solely as a connection for the Google API integration for your website (e.g. Google Maps or Google Geolocation). Google requires that an invoicing account is configured for each account that accesses its API. We will require that a client's credit card be tied to this account. Google provides a monthly \$200 credit for API usage. This credit is based on user engagement with the API (e.g. map views, geolocations requests, etc). If usage stays below the \$200 threshold, your card will not be charged. Both Click Rain and a The Berg Group admin will have login credentials to this account.

Out-of-Scope Additions & Alterations

New work requested by The Berg Group after this proposal has been approved will be considered an addition, alteration, or change order to the scope of this project at our hourly rate. This may include, but is not limited to, additional functionality not listed above, additional meetings, and travel time.

Third Party Fees & Transactions

Third party transactions and/or services that utilize iframes or links to their services will continue to work as is. If full integration or custom functionality is needed to recreate those services within the CMS, an estimate can be provided upon request. This proposal does not include fees for new third-party transactions such as, but not limited to, illustrations, plug-ins, stock imagery, photography, and videography, unless otherwise noted. Third party transaction fees will be charged if included in this approval and this proposal has been approved by The Berg Group.

Ongoing hard costs are reviewed periodically and may be revised due to increased 3rd party expenses. Any changes will be communicated ahead of invoicing cycle.

Pause Clause

If a client deliverable such as feedback, approvals, or payment is late more than four weeks the project will be considered "on pause." Once the deliverable is received and the project is reactivated, it will be rescheduled based on Click Rain's current workload and availability. To be clear, it could be weeks to get you back in the queue if a project is put on hold if proper notice is not given. In addition to timeline adjustments, additional time/budget will be required to reactivate the project.

Statement of Confidentiality

This proposal and supporting materials contain confidential and proprietary business information of Click Rain, Inc. These materials may be printed or photocopied for use in evaluating the proposed project, but are not to be shared with any other parties.

