



St HOPE × Shakespeare Consulting **Website Proposal**

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Overview

St HOPE Leadership Academy is one of Harlem's most exceptional middle schools, and its website should make that clear to every prospective family who visits. Shakespeare Consulting will rebuild the site with an improved look, sharper content, and better function, positioning St HOPE for success in the 2026-27 enrollment season and beyond.

The following proposal organizes our work into four areas: Design, Content, Build, and Support. The Design phase gives the website a refreshed look that honors St HOPE's existing brand and visual identity, while making the site more usable and beautiful. The Content phase revises the site's copy to reflect who St HOPE is today and applies SEO best practices site-wide. In the Build phase, we will rebuild the site from the ground up, incorporating the new design, content, and latest web technologies to provide a fast and modern browsing and editing experience.

Post-launch, Shakespeare Consulting will remain on-hand to manage ongoing maintenance and support of your website, providing a consistent, dedicated resource for updates, fixes, and improvements.

What's included

Design

Shakespeare Consulting will refresh the site's look while keeping St HOPE's existing brand intact. Logo, colors, and visual identity will stay the same. Our design work includes:

- **New custom designs** for the homepage and subpages, establishing a refreshed visual direction for the site. Includes 2x rounds of feedback
- **Updated** typography, content hierarchy, and imagery (if possible) applied site-wide for a cleaner, more modern feel
- Ensure that the site's design is **accessible**, complying with WCAG and ADA accessibility guidelines and providing a first-class experience for users of all needs and backgrounds

Content

We will review all existing page content and revise it to reflect who St HOPE is today. This includes:

- A **content audit** of the current site, flagging outdated, redundant, or missing information
- Line edits and light rewrites across all pages to **sharpen messaging for prospective families**
- Continued **SEO optimization**: page titles, meta descriptions, headers, and keyword-informed copy adjustments to help families searching for Harlem middle schools find St HOPE
- A brief **content strategy plan** the St HOPE communications team can use to guide future site content
- **Multi-lingual support**, translating and serving the site in other languages, such as Spanish, to best support ELL families

Build

The Build phase will bring the new designs and content together on a strong technical foundation:

- **Ground-up rebuild** on the latest version of WordPress, without unnecessary plugins and bloat, providing a fast, secure, and intuitive experience for users and editors alike
- **Implementation** of the new homepage and subpage designs, as well as global styles that will elevate the look and feel of the entire site
- **Improved site function and usability** through mobile-responsive layouts, improved page speed and Core Web Vitals scores, technical SEO best practices, as well as technical accessibility implementation to meet WCAG/ADA standards
- Thorough **QA and testing** on a staging environment and pre-launch checklist to ensure a smooth transition to your new site
- **Training** for the St HOPE team on managing and updating the site in WordPress

Support

Shakespeare Consulting will be on hand to support you and your new website, including with:

- **Maintenance and security** - Keeping WordPress, its plugins, and other critical dependencies up to date and in good working order, with security best practices applied throughout
 - **Bug fixes and troubleshooting** - When something breaks or looks wrong, we'll diagnose and fix it
 - **Performance and site health** - We'll keep an eye on how the site is performing and proactively flag or address anything that could affect the experience for your visitors or your visibility in search results
 - **Advice and guidance** - Beyond the hands-on work, we are available as a sounding board on anything web and website-related, whether that's planning new pages, advising on technological developments, or working out the best approach to a particular problem
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Pricing & Timeline

Pricing

- **\$36,000 USD** - Project rate for Website Rebuild
 - \$10,000 - Design
 - \$16,000 - Build
 - \$10,000 - Content
- **\$1,000/month** - Retainer for website support

Timeline

A target launch date of **November 1, 2026** will ensure the new site is up and running in time for the 2026-27 recruitment season. We are able to begin work as early as **August 3, 2026**.

About us



Adele McConnell doesn't just help schools communicate, she helps them *connect*. As a communications, branding, and marketing consultant specializing in the K-12 space, she transforms how schools and networks show up in the world: sharper brand identities, stronger messaging, and more engaging websites that draw prospective families, educators and donors.

With 15 years of experience and dozens of school partnerships under her belt, Adele brings a rare combination of strategic vision and hands-on execution to every engagement, covering everything from brand identity and communications strategy to graphic design and web optimization.

Before joining forces with Underdog Strategies (and leading their brand refresh in 2024), Adele spent five years as Director of Communications at Prospect Schools, where she steered the organization through a full brand transformation that remains a sector benchmark today.

If your school has a story worth telling, Adele will make sure your community hears it.



James Shakespeare has almost two decades of professional software development experience in the US and UK. During that time he has worked with organizations of all shapes and sizes, from pre-seed startups to Fortune 500 companies, shipping hundreds of websites and other digital products to millions of users.

Recently, James has completed major WordPress site builds for Comet, an AI and ML platform, and The Coltrane Home, a museum and former home of John and Alice Coltrane in Long Island. James is a long-time contract developer with Automattic, the company behind WordPress, giving him a depth of insight into the WordPress core and wider ecosystem that few independent contractors can offer. Other past clients include Time, Fortune, The Infatuation, and The Atlantic.

James excels at partnering with small to medium-sized organizations, often directly with founders, stepping in to deeply understand and support existing services or to launch new products from scratch.

By taking the technical burden off your plate and keeping you informed without overwhelming you, James is a calm and capable partner from kickoff to launch and beyond.

Getting Started

The proposed start-work date is **3 August, 2026**.

Once the proposal has been agreed, a **25% deposit** payment will be required to secure availability. An invoice schedule for the remaining balance to be agreed prior to start-work.

Access

In some cases, gaining the access required to effectively manage your website may require migrating the site to a new hosting provider. Should this be necessary, we would work with the relevant stakeholders at St HOPE and its partners to handle this migration as part of our engagement.

Support terms at a glance

- **Rate:** \$1,000 for up to 8 hours per calendar month
 - **Hours:** Monthly hours allowance resets on the 1st of each month. Hours are allocated per month and do not carry over. Extra hours beyond the monthly allowance may be allocated subject to availability
 - **Contract term:** 12 months commencing after site launch, with a 30-day notice period should you need to terminate early
 - **Requests:** All requests to be made via email (unless otherwise agreed)
 - **Turnaround:** Small tasks (up to 2 hours) deemed urgent shall be turned around within 2 business days, Mon-Fri. Turnaround for larger tasks (over 2 hours) will depend on complexity and availability
 - **Invoicing:** Invoiced monthly, net 15 day terms
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Ready to work together?

We're looking forward to working with you. Let's get started!

Accept



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