



PROPOSAL • JULY 2026

Website Development Services for wia.org

A dedicated technical implementation partner to transform WIA's approved designs into a secure, scalable, high-performing WordPress platform — integrated with HubSpot, EventsAir, CYPHER Learning, and Sage Intacct.

PREPARED FOR

Wireless Infrastructure Association

PREPARED BY

AS Creative Services



Creative Services

■■■■ EXECUTIVE SUMMARY

A technical partner for WIA's in-house design team.

AS Creative Services appreciates the opportunity to partner with the Wireless Infrastructure Association on the modernization of **wia.org**.

Since 2007, we have specialized in designing, developing, and supporting websites for associations, nonprofits, and membership organizations. Our team understands the unique challenges of association websites — from member authentication and content governance to CRM integrations, accessibility, and long-term scalability.

Following our discovery conversation with April Ward and Matt, we believe this engagement is an ideal fit. WIA has established a strong internal creative vision and is seeking a trusted technical implementation partner to bring that vision to life. Our role is not to replace your design team, but to work alongside them — transforming approved designs into a secure, scalable, and high-performing WordPress platform.

THIS PROPOSAL FOCUSES ON

- Enterprise WordPress architecture
- HubSpot, EventsAir, CYPHER & Sage Intacct integrations
- Secure member-only & gated content
- SEO-preserving migration of 1,000+ pages
- WCAG 2.1 AA accessibility
- Documentation & staff training

■■■■ ABOUT AS CREATIVE SERVICES

Nearly two decades of web work.

In business since 2007, AS Creative Services has partnered with associations, nonprofits, and mission-driven organizations to build secure, scalable, and user-centered digital experiences. We work directly with in-house communications and IT teams, translating thoughtful design into enterprise-grade WordPress platforms that evolve with the organization.

Enterprise WordPress · ACF & Gutenberg · HubSpot Integration · EventsAir · CYPHER Learning · Sage Intacct · Accessibility · SEO Migration · Managed Hosting

■■■■ OUR UNDERSTANDING

What WIA is seeking.

Based on our discussions and the RFP, WIA is seeking a development partner to:

- Build a modern WordPress website while preserving 1,000+ existing pages and their SEO value.

- Collaborate closely with WIA's in-house design team throughout implementation.
- Develop secure member-only content areas and gated resources.
- Integrate with HubSpot, EventsAir, CYPHER Learning, Sage Intacct, and future platforms.
- Deliver a mobile-first, accessible website meeting WCAG 2.1 AA standards.
- Implement modern development standards with documentation and editor training.
- Provide secure hosting, maintenance, and long-term support following launch.

A collaborative model built around WIA's design system.

Because WIA is providing the visual design system and creative direction internally, this engagement focuses on technical architecture, enterprise WordPress development, integrations, migration, security, accessibility, and launch — allowing WIA to maximize its internal design investment.

01

Discovery & Technical Planning

Collaborative discovery with WIA's communications, IT, and design teams to define content architecture, integrations, editor workflows, SEO preservation, and development standards.

02

WordPress Development

Custom WordPress build using WIA's approved designs — clean maintainable code, flexible content management, reusable editor components, and responsive performance.

03

QA, Accessibility & Launch

Cross-browser testing, WCAG 2.1 AA validation, performance optimization, security testing, user acceptance, launch planning, and post-launch monitoring.

WIA PROVIDES

Design & creative direction.

- Design system
- Wireframes
- Branding
- Creative direction
- Content strategy

AS CREATIVE SERVICES PROVIDES

Technical implementation & support.

- Technical architecture
- WordPress development
- Platform integrations
- Accessibility implementation
- Security
- Performance optimization
- Quality assurance
- Deployment
- Documentation
- Ongoing support

■■■ CONTENT MIGRATION & SEO

Protecting WIA's search authority.

WIA has more than 1,000 existing posts and significant organic search traffic to protect. Our migration strategy is designed to preserve that authority through careful URL planning and validation.

- URL preservation
- 301 redirect planning
- Metadata and schema migration
- Content validation
- Search Console verification

■■■ PLATFORM INTEGRATIONS

Connected to WIA's business systems.

Our team will implement integrations with the existing tools WIA relies on every day, along with a foundation for future Single Sign-On:

- HubSpot (email & marketing)
- EventsAir (event registration)
- CYPHER Learning (LMS)
- Sage Intacct (accounting)
- Member authentication
- Future SSO capabilities

■■■ TECHNICAL STANDARDS

Modern, maintainable, and staff-friendly.

WordPress CMS The flexible, scalable platform preferred in the RFP.	Elementor Theme Foundation for WIA's approved design system.	Vite / SCSS Workflow Modern build tooling that in-house teams can operate.
Gutenberg + ACF Blocks Reusable, governed editor components for non-technical staff.	Staging Environment Safe testing of updates before going live.	Mobile-first & SEO Fast, accessible, and search-optimized by default.

■■■ ACCESSIBILITY

Built for WCAG 2.1 AA Compliance



Accessibility

Accessibility is delivered through our sister service, **AS Accessibility**, with automated testing, audits, remediation, and ongoing monitoring aligned to WCAG 2.1 AA.

- WCAG 2.1 AA audits
- Screen reader & keyboard navigation
- Accessible forms & components
- Automated & manual testing
- Color contrast & visual compliance
- Continuous monitoring

■■■ PROPOSED TIMELINE

21–22 weeks to launch.

ALIGNED TO WIA'S DECEMBER 2026 LAUNCH

Discovery & Planning	2 WEEKS
Development	10 WEEKS
Integrations & Migration	5 WEEKS
QA, Accessibility & Launch	4 WEEKS

■■■ PROJECT TEAM

The people you'll work with.

Our clients work directly with the team that builds their website — not a generic support desk.

Justin Watson President	Chris Hoover Client Success Director
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One fixed fee. Full scope.

AS Creative Services proposes a fixed-fee engagement to deliver the development, implementation, integration, migration, training, and successful launch of WIA's new website.

PHASE	INVESTMENT
Discovery & Technical Architecture	\$11,800
WordPress Development	\$41,600
Platform Integrations	\$14,900
Content Migration & SEO Preservation	\$11,700
QA, Accessibility & Launch Support	\$10,600
Documentation & Staff Training	\$6,800
TOTAL PROJECT INVESTMENT	\$97,400

MANAGED HOSTING & MAINTENANCE

\$299 /month

Managed WordPress hosting, security monitoring, core & plugin updates, daily backups, performance monitoring, dedicated development support, and emergency response.

ACCESSIBILITY LICENSING — AS ACCESSIBILITY

\$3,000 /year

Annual licensing for automated accessibility testing, audits, remediation support, and continuous WCAG 2.1 AA monitoring delivered by AS Accessibility.

■■■ WHAT'S INCLUDED

Every requirement, addressed.

TECHNICAL DISCOVERY & ARCHITECTURE Collaborative planning with WIA's communications, IT, and design teams.	CUSTOM WORDPRESS DEVELOPMENT Implementation of WIA's design system with reusable Gutenberg/ACF blocks.
HUBSPOT INTEGRATION SUPPORT Forms, subscriptions, marketing automation, and CRM sync.	EVENTSAIR, CYPHER & SAGE INTACCT Integration planning and implementation for WIA's core business systems.
MEMBER-ONLY & GATED CONTENT Secure paywall and password-protected areas for restricted materials.	SEO-PRESERVING MIGRATION URL preservation, 301 redirects, metadata migration, and validation for 1,000+ pages.
WCAG 2.1 AA ACCESSIBILITY Implementation and monitoring delivered through AS Accessibility.	TRAINING & DOCUMENTATION Administrator and editor training with complete technical handoff.

■■■ READY TO BEGIN

Let's bring wia.org to life — together.

Contact Justin Watson, President, or Chris Hoover, Client Success Director, at AS Creative Services to move forward.