



Website Design Proposal

Prepared For
NORC Concrete

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I. INTRODUCTION

Aeon Internet Marketing is pleased to submit this proposal for the design and development of a new custom website for:

NORC CONCRETE

Our objective is to deliver a customized design that communicates a high level of professionalism and improves upon the presentation of the content provided so that visitors can quickly navigate the site and gain a clear understanding of the services offered.

The design will be created from scratch and the website will be built on the Express.js framework which will allow the client the ability to edit Gallery images, and blog content as needed.

We respectfully submit the following proposal, which includes information about our capabilities, methodology, example projects and other pertinent information for consideration. Tim St. John is the designated point of contact for all communications regarding this proposal. He can be reached at 480.580.6583, or via email at im@aeoninternetmarketing.com

II. DEVELOPMENT PROCESS

We approach each project as a true collaboration in the creation of ideas that make sense as to how the client wishes to represent themselves in relation to the specific needs and wants of their respective target markets. We offer our expertise and guidance whenever needed to ensure that the entire process is as smooth and enjoyable as possible. Aeon Internet Marketing's commitment to quality is with you from concept through to post implementation support so you can sleep well both during and after the development process.

Aeon Internet Marketing will guide you through the following discovery, planning and production process. Adhering to this process will ensure a successful outcome. Our process starts with Strategic Analysis.

- Strategic Analysis
- Branding Design
- Information Architecture
- Development Environment
- SEO + Keyword Targeted Content Creation
- Graphic and User Interface Design (If backend is needed)
- Cross-Browser & Cross-Device Testing
- Website Launch on Netlify
- Plugins for Performance added
- Developer Sets Domain

In the sections below we discuss the different portions of this process.

STRATEGIC ANALYSIS

In this stage, Aeon will work with you to gather as much information as possible about how you believe the company and its services should be presented online in comparison to current acceptable marketing and design practices.

BRANDING DESIGN

Basic branding includes selection of color palette, fonts and logo that properly communicates company personality in a way that looks fresh according to current design standards.

INFORMATION ARCHITECTURE

Users of today are busy and have low attention spans. They require instant gratification and simple instruction. An effective website will immediately provide visitors with a clear understanding of what solutions are offered.

Aeon will work to further define and refine the company website information architecture. Our focus in this phase is to make content easily navigable and user friendly so that users can find information/functions quickly without having to think.

DEVELOPMENT ENVIRONMENT

To facilitate the rapid development and deployment of the website, Aeon will build the new website in our own development environment that can be seen at a temporary URL. Upon completion after the approval of the client, the website will be migrated to the client's server.

CONTENT CREATION

An effective website includes Intelligent and scannable content that appeals to both the search engines and the user. During the design process, content will be written based on the key words or key phrases that we determine to be the most ideal for proper search engine categorization, and adjusted according to design to stimulate user interest in reading and learning more.

GRAPHIC AND USER INTERFACE DESIGN

This stage typically begins after the branding and information architecture design has been finalized. Aeon develops the graphical interface that will represent the company on the web and the mechanisms through which the end user will navigate and interact with the site. We will design a concept of the new website and work with you through rounds of revisions to create a unique and powerful design.

Aeon understands the importance of maintaining a professional and clean look with easy to use navigation. We will focus on developing a website design that uses branded color, font, and layout to stand out more, communicate effectively and ultimately be memorable.

PLEASE NOTE:

It is crucial that the client deliver any creative assets they would like incorporated into the final design, namely high-resolution images, video and text content.

CROSS-BROWSER & CROSS-DEVICE TESTING

Thorough testing is an integral part of Aeon's approach to website development and one of the final phases. We test the sites we develop for major browser compatibility, HTML syntax and CSS validation, and functional operation and accuracy. Each of these test areas enable Aeon to ensure that the sites we develop are bug-free, meet client expectations and fulfill end users' functional and aesthetic needs.

WEBSITE LAUNCH

Once the build and testing of the site is complete, a link will be provided to you for final approval and launch of the new website.

III. ESTIMATED PROJECT COSTS

Aeon submits a proposal of \$3,125 for the entire project. Below is our line-item detail of the estimate for review. These estimates have been developed based on our current understanding of this website design project, and on our experience with past projects of a similar scope. The developer can change out content for you at a rate of \$40 per occurrence, not to exceed images and text. Half of the total is due upfront before any work begins, and the remaining half after deployment.

PROJECT OUTLINE

Content Creation

Keyword-targeted Content for up to 8 pages for dynamic and 4 for static.

DESIGN

Website Structure & Design

- Home page
- About Us page
- Our Work page
- Contact Us page
- Services page

Development Technologies

Created with Custom HTML5, CSS3, jQuery, SCSS & JavaScript for customized websites.

Client Instruction

A developer can show the client how to manage project images and blog content. If you have any questions, please reach out.

IV. CONTINUING MAINTENANCE

Once the site is live, it will require minimal maintenance to keep Express.js up-to-date and secure. Aeon recommends 1 hour per month of regular backups, security scans, and Express core and plugin updates.

BILLING TIERS

Our recommended monthly security maintenance is billed at \$100 per hour. For your convenience, we offer a \$500 6-month prepaid package at the rate of \$83.33 per hour.

Any requested maintenance for additional enhancements to the site will be billed at the rate of \$100 per hour for design, front-end development, and custom programming.

V. CONTINUING MARKETING

Social media is a necessary step for a company that is serious about building its brand. After the site is launched, Aeon recommends continued marketing on social media channels that are determined to be the most beneficial for building the company brand.

During this phase Aeon will refer you to our social media associates who will work together with us on the plan, design, and maintenance of your social media accounts.

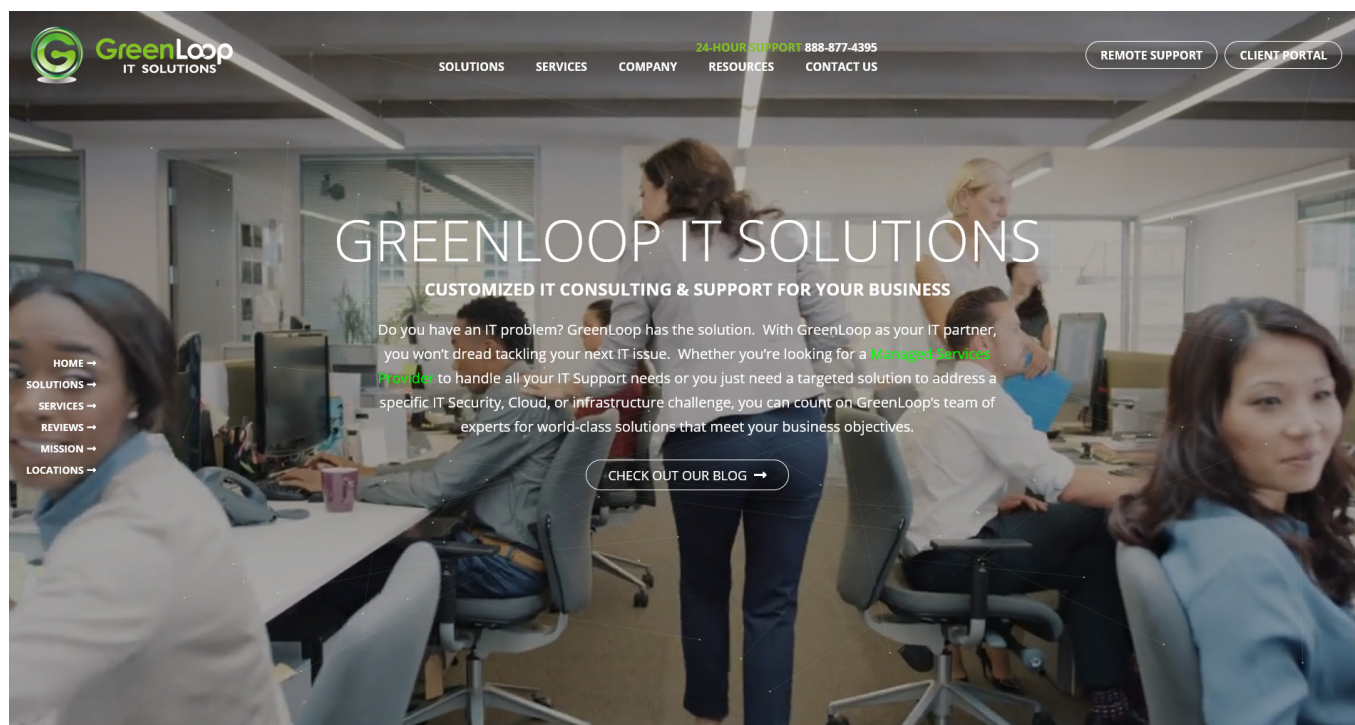
VI. SELECTED PORTFOLIO

Our goal with all websites that we create is to blend stunning visual design, practical usability, and robust functionality to create compelling websites that provide visitors with an exceptional user experience and engage them.

On the following pages, we have provided examples from our design portfolio. If you would like to see more, please feel free to visit our portfolio online:

<https://aeoninternetmarketing.com/>

GREENLOOP IT SOLUTIONS - <https://www.greenloopsolutions.com/>



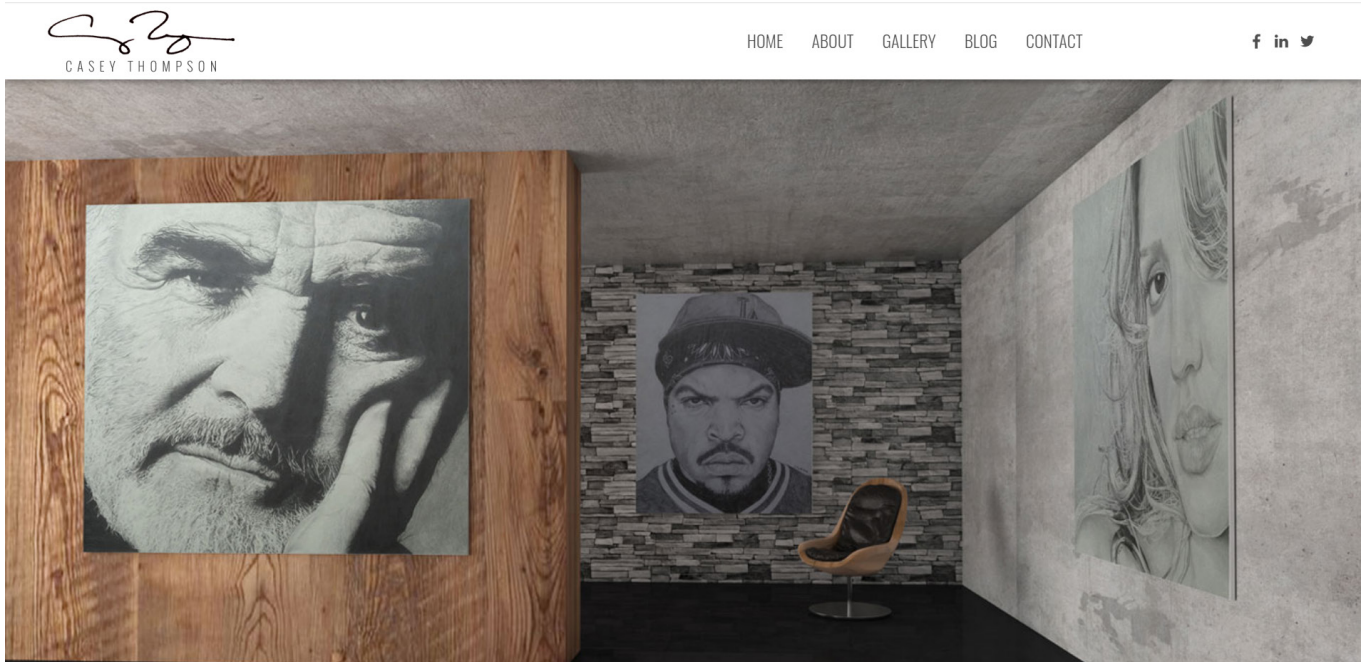
MALY & ASSOCIATES - <https://malyandassociates.com/>



DR. RICARDO PEREZ, DDS - <https://afivestarsmile.com/>



CASEY THOMPSON, ARTIST - <http://graphitewhiz.com/>



FALL CREEK INTERNAL MEDICINE - <http://www.fallcreekmd.com/>



PATIENT-CENTERED PRIMARY CARE IN BEND, OR

VII. CONCLUSION

Aeon Internet Marketing is enthusiastic about the opportunity to work with you to design your website. In short, Aeon has a proven track record of providing organizations with high quality solutions that are effective and easy to manage. Aeon is the right choice if you are looking for a company that can ensure quality and provide high-touch service tailored to client and end user needs. Thank you for giving us the opportunity to quote on your design project. If you have any questions about this quote, or online marketing in general, please feel free to contact us.

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