

# Title Pages

## Team member list

## Company Tag Line/website link

## Abstract

### Main proposal statement of value

### Gaps and needs in current design

### Features available/suggested to fill needs

### Rough timeline

### Conclusion

# Intro Sections

## Table of Contents

### Key Pages

### Indexes/Appendixes

### Image/Table list

### References

# Value proposition and Objectives

## History/Highlight of successes in our company

### Statements of new business or web traffic generated by past projects

### Cost vs return averages

## Review of client’s current website design

### Main objectives and needs from client

### Functionalities that must remain

### New functionalities desired

## Features we can provide

### Main functionalities

### Product lists

### Shopping cart

### Layout and designs

### Social media tie-ins

### Visitor tracking and reporting

# Timelines

## Planning meetings

### Cover client objectives

### Map functionalities to objectives

### Supporting data

## Mock-ups and design work

### Preview of layout

### Logical data flow

### Connectivity to existing systems

### Required hardware and software

## Site construction

### HTML5 elements

### Scripts and DB connectivity

### Shopping cart build

### Testing

### 1. Unit testing

### 2. System testing

### 3. Acceptance testing

### Implementation and build

### Site “Live” launch

### Maintenance and client handoff

# Costs and Fees

# Conclusion

## Restate value proposition

## Summarize proposal ideas

## Meeting client’s needs

## Closing statements