**William H. Weiskopf, IV**

william@weiskopf.me

720-891-8807

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Greg Schaefer and Jerry VanHoosen:

After meeting with you last week, I would very much like to build a website for you and help develop your online presence. I look forward to applying my design skills to your project; the product is terrific and you have a great vision for it.

This letter outlines the scope of the work you discussed with me, including objectives, procedures, and fees.

Objective

Design, prototype, and implement a website for your new project, Q-Fill. Prior to prototyping the full website, I’ll produce a short, static page as a placeholder. The design phase will feature a few rough outlines as options for the prototype’s look. Both the prototype and the final implementation will use WordPress to allow for straightforward management of the site by your company. The final site will be ecommerce ready, so customers can purchase directly from the site. I’ll ensure that the shopping process is easy for your customers and cost efficient for your company. Implementation of the site may require finding and hiring a new host company in addition to implementing the website on the webhost’s servers. Before the site goes fully online, I’ll help guide you in creating content that’s search engine ready. While I can do the website design and any graphics, ultimately the words on the page are up to you. Following that, there will be other search engine optimization (SEO) and advertising to build out your company’s web presence.

Procedure

1. Creation of a static page, as placeholder (about 3 days).
2. Creation of design options (estimated to take 1 week).
3. Creation of a prototype website on my servers for your company to demo (estimated to take 1.5 weeks).
4. Configuration of your webhost servers (may include hiring a new webhost and/or reconfiguring the email system) and implementing the site on those servers (estimated to take 1.5 weeks).
5. Training and support.
6. SEO and advertising (estimated at 2 weeks).

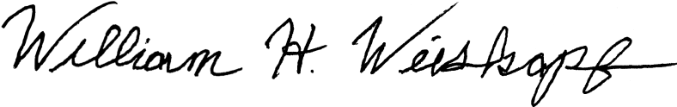
Note: Each of these steps will proceed following a meeting with you or otherwise after receiving your approval. I can start as soon as you notify me that you agree to this proposal.

Fees

Design, prototyping, and implementation of the website will cost $1200, due upon implementation of the website on your webhost’s servers and an outline, from me, on how to proceed with expanding your web presence. Implementing the ideas in that outline is included in my cost, for up to eight hours of work. In the couple weeks after the website’s finished, I’ll help train you and your staff, this is included. Any work, troubleshooting, or training beyond that will be discussed on a per case basis. Following the design phase, any redesign work on the prototype or final site, exceeding five hours, will be charged on an hourly basis of $30/hour. There may be other costs such as hosting and advertising; I’ll let you know of any of those options beforehand, however this price does not cover those associated costs.

Closing

Generally the cost of hiring a web designer can be quite high. However, I recognize that I’m still new to this business and am eager to build out my portfolio. I really want to make this site a stellar representation of my work and a successful ecommerce portal for your company. I appreciate the opportunity to create a website for your company. If you accept this proposal, please sign a copy and return it to me. I’ll immediately start work on a placeholder static page.

Sincerely,

**William H. Weiskopf, IV**

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| Accepted by: |  | Date: |