

Mountaintop Records

Web Site Proposal Prepared For: Cathrine Rozek

Mountaintop Records

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Proprietary Statement

This document contains confidential information and is the property of Mountaintop Records. This estimate was prepared for Your Company Name and is for the sole purpose of evaluating the proposed business plan. This estimate was supplied to you under confidence by Mountaintop Records and is received by you and your company under the assumption that it will not be reproduced in any way. It will be used only for the evaluation purposes stated above and will be returned to Mountaintop Records upon request. This document is not legally binding and therefore cannot be used to corroborate the above statement. If this estimate should result in a signed agreement, you may retain it for reference and use in the process leading up to completion of the proposed agreement.

This estimate and everything contained within these pages shall remain valid for 30 days once received by Your Company Name.

Mountaintop Records Overview

The creative team at Mountaintop Records is an accomplished group of Internet, print and content management professionals. With over twenty years of combined experience, Mountaintop Records has developed professional Internet and print solutions for businesses of all sizes. We provide services for projects ranging from small information web sites with limited budgets to managing complete Internet presences, consisting of e-commerce and multimedia elements.

We integrate a custom design approach for Internet and print-media projects, incorporating our expertise in both areas. Our design team will use its professional experience to help you make good decisions when developing an online presence or printed piece.

Mountaintop Records maintains:

- Client interactivity through the entire design process
- Complete cross-platform integrity for web sites
- Quick download time for graphics
- Clear and easy to use navigation
- Creative "eye catching" design both on-line and off-line
- On-line material and off-line print material integration
- Fully secure web sites and database access
- E-commerce solutions
- Network design

Mountaintop Records has been creating successful business plans since 2000. We are located in Milwaukee, Wisconsin and can be reached toll-free at 1.800-800-8000 or on the Internet at www.mycompanyname.com.

Executive Summary

Currently, Your Company Name has a web site, but it does not meet the company's goals and objectives. The site is set up in frames, which make search engine *spidering* difficult, if at all possible. (Spidering is the process search engines use to view a web site before ranking them for searches.) The web site does not have a consistent look and feel and the navigation is confusing.

Your Company Name is looking to build a new web site that will advertise its products and services and act as a vehicle to communicate with current and prospective clients. The web site will reflect Your Company's professional image and dedication to quality service. As a vehicle for communication, the web site will contain contact forms and email links throughout. In order to accommodate all end-users, pages will be fast-loading, graphics will be optimized and navigation will be clear and easy-to-use.

The Your Company Name web site goals and objectives:

- Advertise Your Company Name's products and services
- Increase sales of Your Company's products and services
- Provide information about the Your Company Name
- Act as a vehicle for communication with customers and prospective customers
- Increase visits to the web site
- Allow businesses to request a quote for Your Company's products and services
- Provide directions and maps to the Your Company Name location
- Provide a means for acquiring new customers

The Your Company Name web site should be:

- Easy to navigate/use
- Practical and functional
- Visually eye-catching and intriguing
- Cutting edge
- Quick to download
- Easy to update and scalable

Proposed Solution

The goal of Mountaintop Records is to create a web site that meets the goals and objectives of Your Company Name. The web site will be designed using eye-catching graphics while making sure that it is scalable for future updates and additions. Portions of the site will be designed using *Adobe Dreamweaver* to allow Your Company Name employees to make future updates themselves.

It has also been noted that Jane Doe would like to be involved in the look and feel of the site. Mountaintop Records will work with Jane in this regard, but it is understood between both parties that any graphics supplied by Your Company Name may have to be tweaked and/or optimized for use on the Internet.

The timeline for the web site will rely on acquisition of content and graphics from Your Company Name.

The proposed web site solution will incorporate the following:

- General contact information including email address, phone number and mailing address will be included on all pages throughout the site
- The web site will be designed for optimal use on a 56K modem and 19" monitor
- Each page will be designed with minimal or no scrolling necessary
- Each page will house an undetermined amount of content
- Each web page will contain no more than 20 "large" images/graphics
- No limit will be set on the amount of internal or external links on each page

[Site Map of Entire Site Goes Here (Illustrator)]

- **Denotes Links**
- ❖ **Denotes Content**

Home Page – Can consist of up to 1 page

- ❖ General description of Your Company Name
- ❖ Describes briefly the *Who, What, Where, How* and *Why* of Your Company Name
- ❖ General contact information

- **About Your Company Name – Can consist of up to 5 pages**

- ❖ More in-depth description of Your Company Name
- ❖ List hours of operation
- ❖ A brief history of Your Company Name
- ❖ Disclaimer; Information specific to delivery and returns of merchandise
- ❖ General contact information
 - Link to Interactive Map of Your Company Name Location
 - ❖ Your Company Name location information listed
 - ❖ Interactive form allows users to type their address into the system and receive a map and driving directions to Your Company Name
 - ❖ General contact information
 - Home Page
 - About Your Company Name
 - Get a Quote
 - Contact Us
 - What's New
 - Your Company Name Product Catalog
 - Site Map

- **Get a Quote – Can consist of up to 2 pages**

- ❖ Online form takes requests for quotes from users
- ❖ List of sales contact phone numbers and/or email addresses
- ❖ General contact information
 - Home Page
 - About Your Company Name
 - Get a Quote
 - Contact Us
 - What's New
 - Your Company Name Product Catalog
 - Site Map

- **Contact Us – Can consist of up to 3 pages**
 - ❖ Online form takes questions and concerns from users
 - ❖ General contact information
 - Link to employee directory
 - ❖ List of employees, phone numbers and email addresses by department
 - ❖ General contact information
 - Home Page
 - About Your Company Name
 - Get a Quote
 - Contact Us
 - What's New
 - Your Company Name Product Catalog
 - Site Map
- **What's New – Can consist of up to 4 pages** *[Set up in Adobe Dreamweaver for maintenance by Your Company Name.]*
 - ❖ Information about recent press releases, new sales reps., promotions, new products, recent completed projects, etc.
 - ❖ General contact information
 - Link to Information About Surplus Inventory
 - ❖ Information about surplus inventory
 - ❖ Information about how to purchase surplus inventory
 - ❖ General contact information
 - Link to Product Training Information
 - ❖ Product training information
 - ❖ General contact information
 - Link to Your Company Name Tour Information
 - ❖ Take a tour of Your Company Name information
 - ❖ General contact information
 - Link to "Let Me Know More Information" – Contact Form
 - ❖ Linked to the contact form to collect contact information from users
 - Home Page
 - About Your Company Name
 - Get a Quote
 - Contact Us
 - What's New
 - Your Company Name Product Catalog
 - Site Map

- **Your Company Name Product Catalog** – Can consist of up to 1 page *[Full catalog will be designed in Adobe Dreamweaver for maintenance by Your Company Name if added as an A-La-Carte item.]*
 - ❖ Description of products offered by Your Company Name
 - ❖ If full catalog is not implemented at beginning of project, a “Coming Soon” statement will be added to this page
 - ❖ General contact information
 - Home Page
 - About Your Company Name
 - Get a Quote
 - Contact Us
 - What’s New
 - Your Company Name Product Catalog
 - Site Map

- **Site Map** – Can consist of up to 1 page
 - ❖ Table of Contents of the entire web site for easy reference to pages for users
 - ❖ General contact information
 - Home Page
 - About Your Company Name
 - Get a Quote
 - Contact Us
 - What’s New
 - Your Company Name Product Catalog
 - Site Map

Pricing/Investment

The *estimated* investment required by Your Company Name to implement the proposed web site design described above, not including additional marketing strategies, web site hosting or support is \$3,800.00. This price includes a 3 month maintenance grace period in which Mountaintop Records will provide 2 hours per month of free maintenance work to the Your Company Name web site. Free maintenance may include content changes, hyperlink updates and simple graphic manipulation. More complex updates, or updates exceeding the 2 hours per month time limit will be billed at the rate of \$75.00 per hour.

Note: Mountaintop Records is not responsible for anything that is a direct result of changes made to the web site by Your Company Name, once the initial design is complete. Should Mountaintop Records be called upon to troubleshoot or fix a problem that has occurred, time will be billed at the rate of \$75.00 per hour.

Web Site Hosting

Web site hosting is not included in the above cost. Mountaintop Records can provide Your Company Name with web site hosting upon request. Hosting rates begin as low as \$12.99 per month (*\$9.99 one-time set-up fee applies*). Hosting will require a month-to-month contract, which can be terminated at any time. Contact Joe Blow, Manager of Client Services for more information on hosting packages.

Next Step

Upon signed acceptance of this agreement and a 50% down payment, a design meeting will be scheduled with Your Company Name. This meeting will be used to outline specific responsibilities of both parties with regard to building the site. Colors, graphics and specific page layout issues will be addressed.

At present, Your Company Name can begin to think about what content should be included on the site (whether any should be taken from the current site and what other content should be added to the new site) as well as photographs and other graphics. A list of keywords/keyphrases and a company description will also be needed for integration into the source code and for submission to search engines.

Once Mountaintop Records has received 100% of the content and required graphics from Your Company Name, we will proceed with construction. Your Company Name will be given online access to the beta version of the site to follow along with its progress and to communicate with members of the Mountaintop Records production staff.

Additional A-La-Carte Features *(Can be added at any time)*

Online Catalog Section

Cost: \$3,375.00

Career Opportunities Section

Cost: \$450.00

Preferred Customers Section

Cost: To Be Determined

Maintenance Plan

Cost: \$75.00 per hour or 15 hours per month for \$900.00.

Inventory Management System

Cost: To Be Determined – Initial Planning Meeting \$2,000.00

Marketing Opportunities

Upon completion, Mountaintop Records will submit the Your Company Name web site to the top 30 search engines on the Internet, for no additional cost. Keywords and keyphrases will be integrated into the web site source code. A simple counter will be added to the site to track the number of visitors entering the site.

Mountaintop Records will be glad to discuss further marketing of the Your Company Name web site on the Internet and in print. Further marketing may include:

- Brochures/Flyers
- More complete tracking of web site viewers using enhanced tracking software and detailed counters
- Implementation of mass email
- Interactive promos for the Internet or CD-ROM

Summary

Mountaintop Records is pleased to have the opportunity to present Your Company Name with this proposal. We will strive to achieve your confidence and ultimately, a business partnership. We are confident that our staff and resource partners - consisting of HTML programmers, graphic designers, network designers and database managers - will create a visually pleasing, easy to navigate web site.

We look forward to a favorable review of our business proposal. Please feel free to contact us with any questions you may have.

Sincerely,

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