



Quotation for Website Design and Development

Date: December 15, 2024

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1. Project Overview

This quotation outlines the cost, scope of work, and timeline for designing and developing an informative website that provides students with the list of the best consultancies based on country, subject, and other filters.

2. Scope of Work

2.1 Design and Development:

- **Custom website & Logo design:** Tailored to reflect your brand identity and vision.
- **Responsive design:** Ensures compatibility across devices (desktop, tablet, mobile).
- **User-Centric Navigation:** Streamlined and intuitive layout for an optimal user experience

2.2 Content Management System (CMS):

- **WordPress Integration:** A user-friendly CMS that allows easy content updates.
- **CMS Training:** A training session on using the CMS for efficient content management.

2.3 Estimated Pages

2.3.1 Home Page

- Clear Navigation Links indicating various sections of website
- Featured consultancy section with dynamic content.
- Filters for searching by country, city, subject, etc.
- List of top consultancies with "View More" and "Profile" options.
- News, Events, Articles section.
- Testimonials from clients.
- Clear Call to Action buttons for user engagement.



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2.3.2 Top Destinations

- List of Top destinations with detailed article like Why Study here? Key Points, benefits, popular courses, top universities, requirements, intakes, tuition fees etc.
- List of Top consultancies for the country with images, short description and read more and view profile options.

2.3.3 Consultancy Profile

- Detail consultancy profiles including introduction, services, focus countries, upcoming classes, location, gallery etc.

2.3.4 Test Preparation

- List of test preparations with detail Information.
- List of best companies offering test preparation services.

2.3.5 News, Events & Blogs

- Regularly updated section with articles on relevant news, events, and blog posts.

2.3.6 Contact us

- Contact form, social media links, and embedded Google Maps for easy access.

2.4 SEO Optimization

- Basic on-page Technical SEO (meta tags, alt tags, headings etc.).
- URL structuring for better search engine visibility.
- Performance optimization for faster loading times.

2.5 Testing & Launch

- Functionality, responsiveness testing.
- Website launch on the server.

2.6 Post launch Support

- 3 months of free support, with additional maintenance and support services available for a separate AMC.



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3. Technology:

- **Frontend:** HTML5, Bootstrap, JavaScript
- **Backend:** WordPress
- **Database:** MySQL

4. Project Timeline:

- **Design Phase:** 10 days
- **Development Phase:** 10 days
- **Content Uploading, Testing & Launch:** 10 days

Total Estimated Time: 30 days

5. Cost Breakdown:

SN	Services	Cost (NPR)
1.	Website Design and Development	60,000.00
2.	Web Hosting (2 GB) and General Support	10,000.00/ year
3.	Logo Design	5,000.00
4.	Content Uploading- Initial one time	Included
5.	General SEO- Initial set up (<i>Meta Tags, descriptions, Alt Tags, Headings, URLs optimization, page load speed, image optimization, robots.txt, Sitemap.xml, https, canonical tags, google analytics setup</i>)	Included
6.	CMS Training- One Time (Up to 2 hrs.)	Included
7.	General Technical Support- 3-months	Included

Total Cost: NPR 75,000.00 (exclusive of VAT)

6. Payment Terms

- **Advance Payment:** 40% upon agreement.
- **Progress Payment:** 50% upon completion of design and development.
- **Final Payment:** 10% within a week of website live.



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7. General Terms & Conditions

- The CLIENT is responsible for providing all necessary content and images. If required Webtech Nepal will use free images for the design purpose.
- Once the design is approved, any additional design modification will incur additional costs.
- Any requests for additional design or development work beyond the features and functionalities initially agreed upon will incur extra charges.
- Any costs associated with third-party items or services used in the website's development must be covered by the CLIENT.
- Webtech Nepal will offer the CLIENT a general CMS training session up to 2 hours.

8. Next Steps

To move forward, we propose scheduling a meeting to discuss the details of this proposal and gather additional inputs. This will allow us to refine the plan and ensure it aligns with your specific goals and requirements.

We are excited about the opportunity to collaborate with you and deliver a website that truly reflects your brand's potential. Please feel free to contact us to arrange the meeting or ask any questions.

Best Regards,

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