

PROJECT OVERVIEW

I hope this letter finds you well. I am reaching out on behalf of WDots to offer our web development services for JR Fly Fishing. I understand that you currently do not have an online presence, and I believe that a well-designed website can help enhance your customer engagement and grow your business.

Project Overview We propose to build a modern, responsive, and user-friendly website for JR Fly Fishing that will help your business make a strong digital impression. This website will:

1. **Responsive Design:** The website will be fully responsive, ensuring optimal viewing and interaction experience on all devices, from desktops to smartphones. This guarantees that your customers will have a consistent and seamless experience no matter how they access the site.
2. **SEO Optimisation:** The website will be developed with search engine optimisation (SEO) best practices in mind to help your business rank well in search results, making it easier for potential customers to find you online.
3. **Customer Enquiries:** The implementation of a contact form on the contact page will allow customers to message you directly to assist in leads generation.
4. **Professional Content:** We can assist in creating engaging and informative content to effectively communicate your services, pricing and company values. This will provide visitors with a complete understanding of what sets JR Fly Fishing apart from its competitors
5. **News:** A news section on your website styled as a blog can be a game changer for your business allowing your audience to gain valuable insights into your businesses current events. This also allows you to display your knowledge and expertise and assert yourself as an authority in your specialty area.
6. **Gallery:** A gallery page will allow you to upload images to be displayed on your website, allowing the visitor to better imagine and understand what your services entail

Benefits for JR Fly Fishing Increased Visibility: With a new website, your business will have an online presence that attracts new customers, drives conversions, and makes you accessible 24/7.

Scalable Solution: The website will be built to scale, allowing you to add features like online bookings, tracking, or customer portals in the future.

Proposed Timeline We anticipate the project can be completed within 3-5 weeks, which includes planning, design, development, testing, and launch.

In order to streamline the development of the website, I will initially be launching the basic website as detailed above. After this the initial launch of the website, I will then integrate a store with Stripes payment system allowing you to add, modify and delete items for sale and manage inventory.

Timeline

Week 1:

Initial Design – Upon completion of the initial design you receive the proposal in either PDF or JPEG format depending on your preference. At this stage changes can be made in terms of design, branding, structures and layout based on your feedback.

Week 2:

Upon approval of the initial design, I will begin working on the website itself in compliance to the approved design. Once the homepage is completed, you will receive a link to view it at its current stage to review. Please be aware that at this stage the images and text displayed may be all placeholder content. At this stage minor changes can be made to the layout of the website.

Week 3-4:

Upon approval of the homepage, I will continue to work on the remainder of the site following the same design guidelines as previously approved.

Week 5:

At this stage work will begin on building a bespoke content management system, allowing site admins to edit site content without the need to touch any code.

Week 6:

Finally, the site will be deployed and a demonstration of the content management system will be given, ensuring that you are confident to edit the website where necessary.

Investment

The total cost for developing the website is **£350**. This investment includes all planning, design, and development work as outlined in this proposal.

Payment Terms

To secure your project and begin work, **payment in full is required upfront**. Once payment is received, development will commence according to the agreed timeline.