

I, dffffsa agree to the terms of this agreement and I agree that my typed name below can be used as a digital representation of my signature to that fact



SIGNED BY

dffffsa

SIGNED ON

Date Signed: 02-Mar-2021

Time Signed: 7:06 PM

IP ADDRESS FROM SIGNATURE LOCATION

::ffff:127.0.0.1





## INTRODUCTION

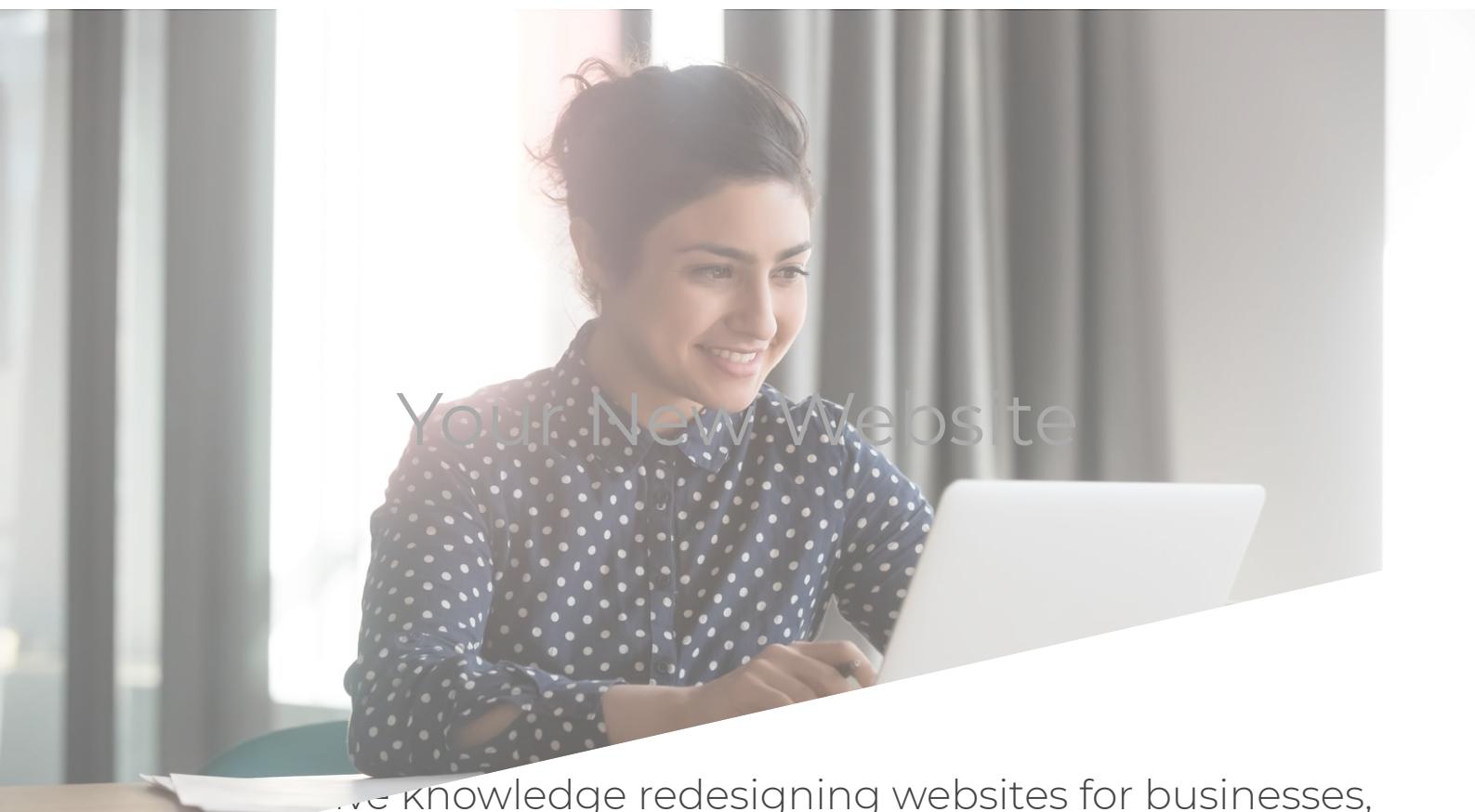
The objective is to increase the number of new leads through the website. We'll do this by doing two things:

Firstly, figure out the real value you provide beyond the mechanics like 'legal advice' and create some consistent messaging to use throughout your entire brand that speaks to your audience.

Secondly, employ modern lead-generation tactics. Our goal is to increase your conversion rates by at least 100%.

We have explained more about how we plan to achieve this in the next pages.

Please read through the information carefully and, if satisfied, you can use our 'E-Sign' system right here in your proposal to accept and get started!



As you begin to learn more about knowledge redesigning websites for businesses, there are several components to your site which would benefit you greatly.

## Content for the site

## Homepage

Solid call to action attracting email subscribers from which a slow burn relationship will be formed.

## About

We suggest new team photos and action shots of people working. These are great and far better than stock photos which unfortunately litters your industry.

## Case Studies

Listing clients are great, testimonials are better but giving it some context in a case study is considerably better. A range of case studies will serve you for years to come.

## Services

This should be split up into the primary reasons people buy your services, with labeled headers to match. For example 'Civil Law', 'Employment Law' and 'Immigration'. Doing this means people can relate your headers to solutions to their problems in a fast and effective manner.

## Call to Action

We'll strategically place a contact form at the bottom of each page that makes sense.

## Process

How do you work? What's required of your clients? It's worth detailing your process in advance.

## Pricing

It's worth giving an indication of your pricing. This will typically reduce the number of inquiries but increase the quality a huge amount. We can test the effect of this

of inquiries but increase the quality a huge amount. We can test the effect of this page being on the site.

## RESOURCES

In this day and age, it's vital to give away content and advice in advance in order to "win people over" that you're the right company for the job. Frequently asked questions from the kinds of clients you want more of is a great place to start when thinking about what content to produce.

Relax, all of our websites are 'Responsive'. Computer, Tablet or Phone - it will look great!

Process & Timeline



# Content for the site

## **Step 1** Planning

We need to get to the bottom of who you are, what you stand for and who you stand beside. Only then can we begin to create a design that portrays the value you offer in a way that resonates with the people who matter: the people you want to do business with.

## **Step 2** Wireframe

Once we understand your vision we can begin building the wireframe of the site. This process involves determining the layout of the site. Our wireframing team will design the structure of the site. We will work with you until they are satisfied with the wireframe of their website.

## **Step 3** Design

Once the wireframe of the site is complete, our design team can take over and bring your application to life. Incorporating your company colors and design theme, we will create an initial design of their website. You will be presented with how their site will look, before any code is created. You will be able to click around and make any changes you desire.

## **Step 4** Code

Once the design is complete, it is time to build the magic that occurs behind the scenes. We use an agile method of web development at Smarter Web Solutions which involves a series of 'Sprints'. At the end of each sprint we will review the website with you to ensure that you are happy with the progress. Agile web development involves a thorough testing process to ensure that the website is running perfectly before deployment.

## **Step 5** Deployment

Once the application is complete, it is reviewed and approved by our project manager and quality assurance team and you of course! Now that the website is complete it is time to show it to the world! There are many different options for deploying your website which include: running it on a client side server, basic web hosting or a cloud hosted provider. We will counsel you on this final step and determine what is the best option.

We follow up with you at each checkpoint before moving to the next step.

## Proposed Schedule

Please note: all dates are estimated in number of days having received all materials necessary to begin the proposed project.

Deliverable	Number Of Days	Process
Planning	5 Days	Brainstorming Initial Structure

Wireframe

9 days

Blueprint Of Site Designed

Design

16 days

Website Design Complete

Code

23 days

Final Code Is Compiled

Website Review

30 Days

Quality Assurance Review



## Case Study | ABC Legal Company

### Goals

ABC Legal Company needed a new website. They'd been around for over 20 years and operated with the same marketing material they started with. The only new business enquiries were from referrals. They had a website but it hadn't been touched in over 10 years.

# Proposal Solution

Create a new website with an emphasis put on bringing in new leads. Build marketing funnels allowing leads to easily connect with ABC Legal Company.

## Result

After 8 weeks of launching the new site, they'd gone from 1 new lead a week from the website to an average of 9 each week. On average, they were converting 1 in 5 enquiries. At this current rate that means instead of bringing on 1 new client every 5 weeks, they're bringing in 1 new client every 4 days.



Your Investment





## Strategy

Our pricing is set in a way that it won't actually cost you anything. This website is an investment in your business and will increase your customer base.

Our strategy for

this is two-fold:

1. We don't take on every client. We've become very good at assessing whether we can help companies and we are very excited about helping you.

2. We grab the low hanging fruit available first. This fund pays back your investment as quickly as possible.



# The Cost

Below you can find the one-off cost of our web design services. Fifty percent is paid upon signing of your proposal and allows us to get straight on with developing your website (in-line with aspects outlined in the Process and Timelines page) and getting your business the boost you are looking for.

<b>WEBSITE DESIGN</b> Design and development of your new website	\$2,995
<b>HOSTING</b> Email for your entire company and hosting for your new website	\$45 /month
<b>TRAFFIC REPORT</b> <small>OPTIONAL</small> Detailed traffic report to show visitors, bounce rates and most viewed pages	\$12 /month <input type="checkbox"/>
	<b>One-off Total \$2,995</b> <b>Monthly Total \$45/month</b>

**The Real Cost =  
\$180,000...Profit!**

There's the amount of money changing hands during this transaction and then there's, what we call, "The Real Cost".

This is the cost of our service, factored into the cost of you doing business, then working out what's left. During our initial conversation, we asked you what the average transaction value was and the rough amount of profit in each job.

## Using that as a starting point, this is the real cost:

You're currently getting 30 leads each month from the website and based on that traffic is about 4% conversion rate. You're also converting 15 of 30 leads into clients.

Our goal is to get it to 8% which will be 60 leads each month.

Your average deal is worth \$500p/a which with your new monthly lead count and assuming your conversion rate of leads stays the same is 30 new clients each month at a \$15,000p/a increase.

With this laid out, it's clear that by month 2, your investment will be paid back by way of annual recurring revenue.

By the end of Year 1, you'll have brought in \$180,000 of recurring revenue.

# Terms & Conditions

## Summary

You, Melissa are hiring Smarter Web Solutions located at 1960 Queen Street East, Toronto, Ontario to design and develop a website for the estimated total price of \$2,995 outlined in our previous correspondence.

As my customer, you have the power and ability to enter into this contract on behalf of your company or organization. You agree to provide me with everything that I need to complete the project including text, images, fonts and other information as and when I need it, and in the format that I ask for. You agree to review my work, provide feedback, and sign-off approval in a timely manner and are bound by any deadlines that we set together. You also agree to keep to the payment schedule set out in this proposal.

I have the experience and ability to perform the services you need and I will carry them out in a professional and timely manner. I will endeavour to meet all the deadlines set but am not responsible for a missed launch date or a deadline if you have been late in supplying materials or have not approved my work on time at any stage. If the content that you are responsible for providing is not given before the agreed upon

responsible for providing is not given before the agreed upon launch date, I will launch your website live with placeholder photo's and text and will add your content when it is received. Final payment will still be given with launch of placeholder text and photos version of site. I will also maintain the confidentiality of any information that you give me.

## **Details of the works**

I will create designs for the look, layout, and functionality of your website. This contract includes one main design and two opportunities for you to make revisions to the final design. If you are not happy with the design at that point, I will provide you with an additional quote for extra design work needed. If instead, you wish to cancel our agreement, you may do so and I will retain the initial payment for the work completed to date.

## **HTML/CSS layout templates**

I will develop using valid HTML5 markup and CSS3 for styling. I will test all my markup and CSS in current versions of all major browsers including those made by Apple, Microsoft, Mozilla, Google and Opera. I will also test to ensure that pages will display visually in a similar—not necessarily an identical—way in Microsoft Internet Explorer 7 for Windows as this browser is now past its sell-by date. I will not test these templates in old or abandoned browsers, for example, Microsoft Internet Explorer 5, 5.5 or 6 for Windows or Mac, previous versions of Apple's Safari, Mozilla Firefox or Opera unless otherwise specified.

## **Text content**

I am not responsible for writing or inputting any text copy. I will be happy to help, but significant work on my part will result in a charge above and beyond the original price. This will not be done without your approval of an additional quote provided in advance.

## **Photographs**

If needed, you will supply me photographs either in digital or printed format. If you choose to buy stock photographs that price will be added to the initial quote. Stock photography will not be purchased without your written approval.

## **Changes and revisions**

The estimate/quotation prices in this proposal are based on the time I estimate I will need to accomplish everything that you have told me you want to achieve. If you do want to change your mind, add extra pages or templates, or even add new functionality, that won't be a problem. At that time you will be provided with an additional quote for the extra work.

## **Technical support**

As agreed, the quote provided includes the installation and set up of your site on your server as well as the

Set up of your site on your server as well as the implementation of Google Analytics. Updates to, and management of that server, plus any support issues will be up to you.

I do not offer or include technical support for website hosting, email, or other services relating to website hosting. If you do require help with anything beyond the design and development of your site, I will be happy to help.

## **Legal**

I am not liable to you or any third party for damages, including lost profits, lost savings, or other incidental, consequential or special damages arising out of the operation of or inability to operate this website and any other web pages—even if you have advised me of the possibilities of such damages.

If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

## **Copyrights**

You guarantee to me that any elements of text, graphics, photos, designs, trademarks, or other artwork that you provide me for inclusion in the website are either owned by you or that you have permission to use them.

When I receive your final payment, copyright is automatically assigned as follows:

You own the graphics and other visual elements that I create for you for this project. I will give you a copy of all files and you should store them carefully as I am not required to keep them or provide any native source files that I used in making them.

You also own text content, photographs, and other data you provided unless someone else owns them. I own the HTML markup, CSS, and other code and I license it to you for use on only this project.

I also reserve the right to display and link to your completed project as part of my portfolio and to write about the project on websites, in magazine articles, and in books.

## Payments

50% of total fee upon agreement of initial design: \$1,497.5 CAD

25% of total on delivery of the website (pre-snagging):\$748.75 CAD

25% of total fee on completion of the project: \$748.75

Interest accrued if payment is more than 14 days late. We reserve the right to add 5% any outstanding balance every 7 days, starting from 15th day after receipt of the finished

product.

You cannot transfer this contract to anyone else without my permission. This contract stays in place and need not be renewed. If for some reason one part of this contract becomes invalid or unenforceable, the remaining parts of it remain in place.