



Website Design Proposal

Prepared by: Custom Site Geeks

Scope of Work

Summary

Delivery Schedule

All efforts will be made to deliver this project within the desired delivery window which, at the writing of this scope of work[Estimated Completion Time].

Events that may delay final delivery or individual milestone delivery includes:

- Delays in receiving clients' approvals.
- Delays in receiving client feedback & revision notes.
- Delays in receiving partial payments to initiate project or individual completed phases.
- Delays in providing information or access to 3rd party accounts (Hosting, Merchant, etc).

Contract Terms

Project Development Assumptions

1. The website will be developed using [Programming Language or Content Management System] and will be hosted on a [Hosting Environment] server
2. The site will be designed to be used across a wide range of browsers including: IE7-9, Chrome, FireFox, and Edge.
3. It is assumed that the client will be providing their own hosting for the site. If existing hosting will not be provided, hosting will be set up with a reputable 3rd party company and billing details will be provided by the client.
4. Domain registration, SSL certificates, Merchant Accounts and any other 3rd party setup cost or monthly fees are not included as part of the quote. See expenses section for a complete 3rd party expense.
5. Project management, communications, and tracking will be primarily handled by email, over the phone or video chat.
6. Unless an existing website analytics account is provided, site statics, goal tracking, and analytics will be handled by Google Analytics.

Project Estimate

Initial Planning & Analysis

Project Planning \$

Meeting & Conversation to define scope and/or interview

Information Architecture & User Experience Planning \$

Planning all update site-map, content and user flow from all site entry pages through to conversion goals.

Search Engine Optimization \$

Keyword research & competitor analysis to identify appropriate keywords & phrases.

Primary Website Development

Site Design

Basic Web design. Home page and up to 5 interior pages, plus one email template design, based on final approved website design

HTML/CSS/JavaScript Programming

Converting the site design into search engine friendly and standard

compliant HTML/CSS, as well as any JavaScript required for animation, hover over effects, drop-downs, etc.

Installation of Content Management System \$

Installing the content management on a development server, implementing the templates into the CMS, and creating the barebones of the navigation structure & layout.

Installing & Configuration of CMS Modules and Plugins \$

This would include the configuration off all database driven section of the site such as: products, videos, lead capture forms, reviews, etc.

Content Development & Re-writes \$

Rewriting pages to improve conversation ratings and/or SEO.

Content Migration \$

Moving all the content from the existing website into the content management system.

Mobile Device Optimization

HTML/CSS/JavaScript Programming \$

Design site for various mobile device widths(320px/768px/[Other])

Testing & Pre-Launch Checklist

Proofreading

Professional proofreading service for site page content.

Site Warranty

If anything breaks on your site, at anytime within the **6 months** after launch, it will be fixed without any charge.

Minor content updates and revisions to the site (Design, Layout, and Functionality) within 30 Days after launch and completion of the project are also covered free of charge.

Contract

Payment

Total cost for the development and deployment for the project described in this document is:

About this Estimate

This quote is NOT private or confidential. Of course, we will not share your information with anyone else, but you may share this proposal with whomever you like.

You deserve the best quality of work and the best price that you can get. We are confident that our estimate represents a true reflection of the quality craftsmanship needed to deliver your project on time, on budget and to spec.

Approval

Agreement by both parties to confirm acceptance of the requirements, cost and schedule.

Custom Site Geeks:

Agreed: _____ 2016

Name: Luis Jaime Nevarez
Title: CEO



Client:

Agreed: _____ 2016

Name:
Title: Owner