



School Website Development Proposal

Date: 08 January 2026

Executive Summary

This proposal outlines the development of a modern, comprehensive website for Pine Wood English Medium School that will serve as the primary digital platform for students, parents, faculty, and the community. The solution combines professional design with robust functionality to streamline communication, enhance administrative efficiency, and showcase institutional excellence.

Project Investment: ₹10,000

Timeline: 12-14 weeks

Deliverables: Responsive website + Parent & Student Portals

1. Project Objectives

- Establish a professional digital presence reflecting institutional values and academic standards
- Streamline administrative processes through automated systems and self-service portals
- Enhance communication between administration, faculty, parents, and students
- Improve transparency regarding academics, admissions, and finances
- Showcase achievements, infrastructure, and extracurricular programs

Success Metrics:

- 40% reduction in administrative inquiries
- 80% parent portal adoption within 6 months
- Page load time under 3 seconds
- 95+ mobile performance score

2. Website Structure & Features

2.1 Public Website

Home Page: Dynamic carousel, quick links (Calendar, Fee Payment, Results), news ticker, Principal's message, statistics banner, testimonials

About Us: History, mission/vision, leadership profiles, infrastructure gallery, accreditations

Academics: Curriculum details, department information, interactive academic calendar, faculty directory

Admissions: Step-by-step process, online inquiry form, transparent fee structure, scholarship information, FAQs

Student Life: Extracurricular clubs, sports programs, house system, student council

Resources: Photo/video galleries, downloads centre (forms, syllabi, newsletters), school blog

Contact: Complete contact details, embedded Google Maps, inquiry form, grievance submission

3. Technical Specifications

Platform: WordPress with custom theme OR modern framework (React/Next.js + Laravel/Node.js backend)

Hosting: Cloud-based (AWS/Google Cloud) with 99.9% uptime, SSL certification, automated daily backups

Design:

- Mobile-first responsive design (320px to 4K screens)
- WCAG 2.1 Level AA accessibility compliance
- Optimised performance (lazy loading, minified code, CDN integration)
- Cross-browser compatible



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Security:

- SSL encryption, secure payment gateway (PCI DSS compliant)
- Protection against SQL injection, XSS, and CSRF attacks
- Role-based access control, session timeouts
- Regular security audits

Integrations:

- Payment gateways (Razorpay, PayPal, Stripe)
- Google Analytics, Maps, reCAPTCHA
- Social media feeds (Facebook, Instagram, YouTube)
- Email marketing (Mailchimp/SendGrid)
- SMS gateway for alerts

SEO Features:

- Keyword optimization for local searches
- Schema markup, XML sitemap
- Meta tags optimisation
- Mobile-friendliness and speed optimisation

4. Project Timeline

Phase	Duration	Key Activities	Deliverable
Discovery & Planning	Weeks 1-2	Requirements gathering, wireframes, design direction	Approved wireframes
Design	Weeks 3-5	Mockups for homepage, templates, portals	Approved designs
Development	Weeks 1-2	Frontend/backend coding, CMS integration, portal development	Functional staging site
Testing	Weeks 2-3	Cross-browser testing, security audit, QA, client UAT	Test reports
Launch & Training	Weeks 4-6	Deployment, staff training, and go-live support	Live website + trained staff

5. Investment Breakdown

One-Time Project Cost

Component	Investment
Design & User Experience	₹2000
Website Development	₹6,000
Content Migration & Entry	₹1,000
Testing, Training & Launch	₹1,000
TOTAL PROJECT	₹10,000

Recommended Package: ₹10,000



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Annual Ongoing Costs

- Hosting & SSL: ₹4000/ for 2 years
- Maintenance & Support: ₹2000/
- Domain & Email: ₹799/ ₹999
- Total Annual: ₹6,999

Payment Terms: 30% advance | 40% at development midpoint | 25% at launch | 5% retention (30 days post-launch)

6. What's Included

- ✓ Custom responsive design for all devices
- ✓ Content Management System with full training
- ✓ Parent Portal with attendance, results, and fee payment
- ✓ Photo/video galleries and downloads centre
- ✓ Google Maps integration and contact forms
- ✓ Social media integration
- ✓ SEO optimisation and analytics setup
- ✓ Documentation and video tutorials
- ✓ 30-day post-launch support

7. Why Choose Us

Experience: 2+ years specializing in educational websites | 20+ Web Site implementations

Expertise: Certified designers and developers | Deep understanding of educational sector needs

Commitment: Dedicated project manager | On-time, on-budget delivery | Long-term partnership approach

Results: Our clients report 65% reduction in inquiry calls, 90% portal adoption rates, and significant improvement in online visibility

8. Next Steps

1. Schedule Proposal Review Meeting - Discuss requirements and answer questions
2. Budget Approval - Obtain management sign-off
3. Contract Execution - Finalise scope and timeline
4. Project Kickoff - Begin discovery phase immediately

We're ready to start as soon as you are. This investment will transform your school's digital presence and deliver operational efficiencies that pay dividends for years to come.

Proposal Valid Until: [10 days from submission date]

Contact Information:

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