Website Proposal

ABC Company

Prepared by:

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Introduction

Thank you for taking the time to go through this proposal with us. We believe that working together we can provide you with a modern, stylish website, that will help attract, and inform your customers as well as grow your sales for years to come. Below we will outline our goals, strategy, designs, schedule, and costs.

Goals/Objectives

Our goal with this project is to provide a redesigned ABC company's website. With this site we will drive additional sales through increased accessibility, social media engagement, and a mobile friendly responsive design.

Audience

Our audience is that of your average hungry family. We would like the site to appeal to a wide audience and be accessible to people viewing on any device.

Suggested Improvements

Appearance

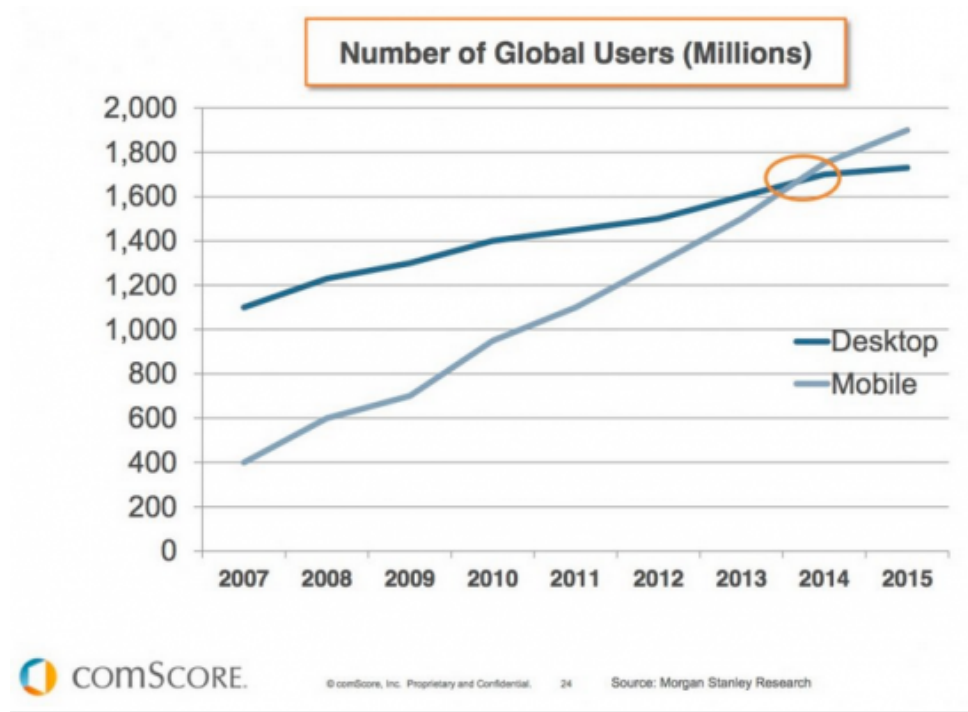The website will be improved using modern design and styling techniques. Also, we can take new high quality images and video content to make the site more attractive and appealing.

### Mobile Friendly and Responsive Redesign

Having a mobile friendly website is more important than ever. As of 2014 more people are accessing the internet via mobile than they are using conventional desktop computers.

Number of Global Users (Millions)

comSCORE.   © comScore, Inc. Proprietary and Confidential.   24   Source: Morgan Stanley Research

If you want to stay current and ensure that people looking for a place to eat have a positive experience when viewing your website, then it is paramount to have a mobile friendly site that ensures everyone can easily view all of your content and get the information they are looking for.

There are more devices than ever these days. How are you supposed to make sure your website looks good on all of them?

Screen Sizes Illustration
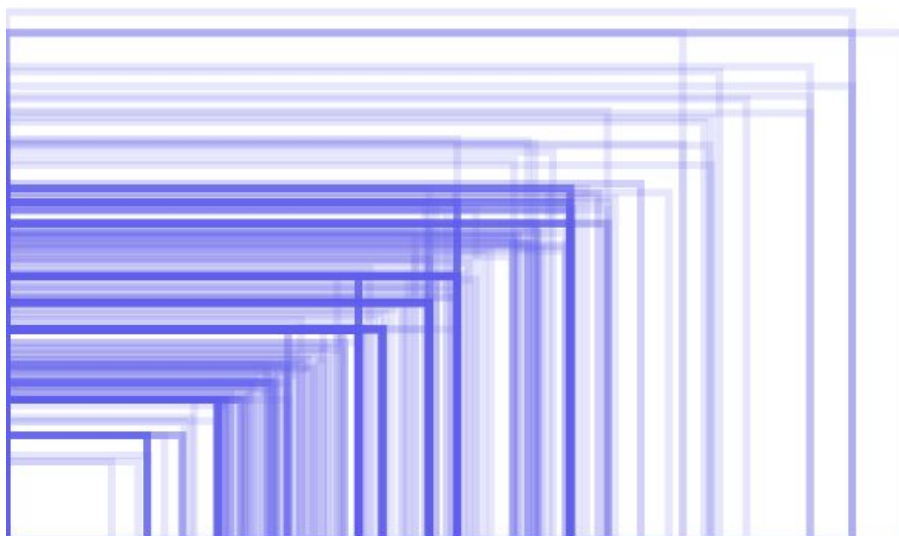
A responsive design, that's how! We can ensure your site is designed and scales to fit all of your content properly on any device.

Social Media / Marketing

The current site has limited social media (Facebook and Twitter) exposure. Also the use of said social media has been minimal. Your site also mentions you believe in and contribute to community charities. Let people know what you contribute to. As opposed to mentioning the charitable donations on your main page you can feature it on the new social media channels whenever a donation is made.

Features

The current location map is not functioning so we can add an embedded google map for each of the locations in its stead.

Replace the current downloadable pdf group order form with a functioning online form. This will streamline the group order process in order to increase sales.

Solution Strategy

Requirements Analysis

Meet with client to find goals, specifications, target audience and to work out the scope of the project.

Project Planning

Using the input from the client, prepare designs and wireframes as mockups to present. Also determine desired user flow and technologies to be used for development.

Design & Development

Creation of the overall theme of the website including colours, fonts, layout, and general look and feel. Creation of images and media.

Coding of front end elements of the website (HTML, CSS, JavaScript, etc.). Coding of any back end features (PHP). Review of SEO, accessibility, and social media integration.

Testing

Internal testing followed by user experience testing. Make any fixes or revisions revealed by tests.

Launch

Arrange hosting services. Migrate website to host server. Launch!

Post Launch Services

Arrange any services requested by client for website upkeep or maintenance.
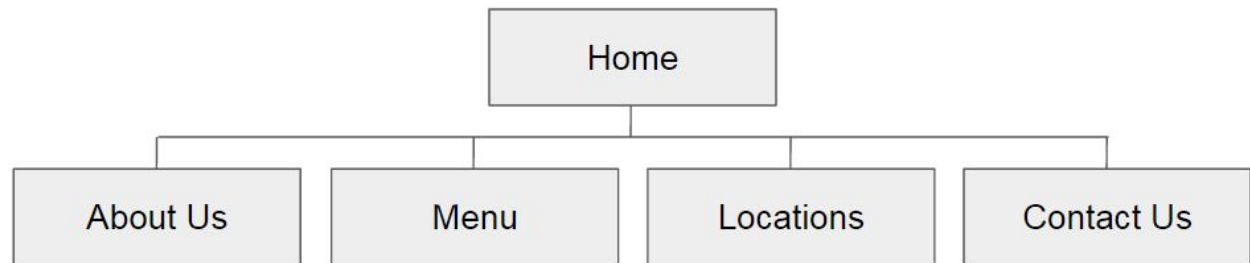
Technologies Used

Our development stack will consist of HTML, CSS, JavaScript, and JQuery for frontend features, and PHP for any backend features.

Site Map

Current Site Map

```
                    ┌──────────┐
                    │   Home   │
                    └──────────┘
        ┌───────────────┼───────────────┐
   ┌─────────┐   ┌──────────┐   ┌────────────┐   ┌────────────┐
   │ History │   │ Products │   │ Philosophy │   │ Locations  │
   └─────────┘   └──────────┘   └────────────┘   └────────────┘
```

New Site Map

```
                    ┌──────────┐
                    │   Home   │
                    └──────────┘
        ┌───────────────┼───────────────┐
  ┌──────────┐   ┌──────────┐   ┌───────────┐   ┌────────────┐
  │ About Us │   │   Menu   │   │ Locations │   │ Contact Us │
  └──────────┘   └──────────┘   └───────────┘   └────────────┘
```

The sitemap is basically unchanged beyond rearranging what content is found on which page. The Home page now contains minimal info itself, instead prompting users to explore other parts of the site or social media accounts.

The History and Philosophy pages have been combined into an About Us page, which also contain the info on Quality commitment.

The Products page has been renamed Menu and also contains information about order and a link to the site's order form.

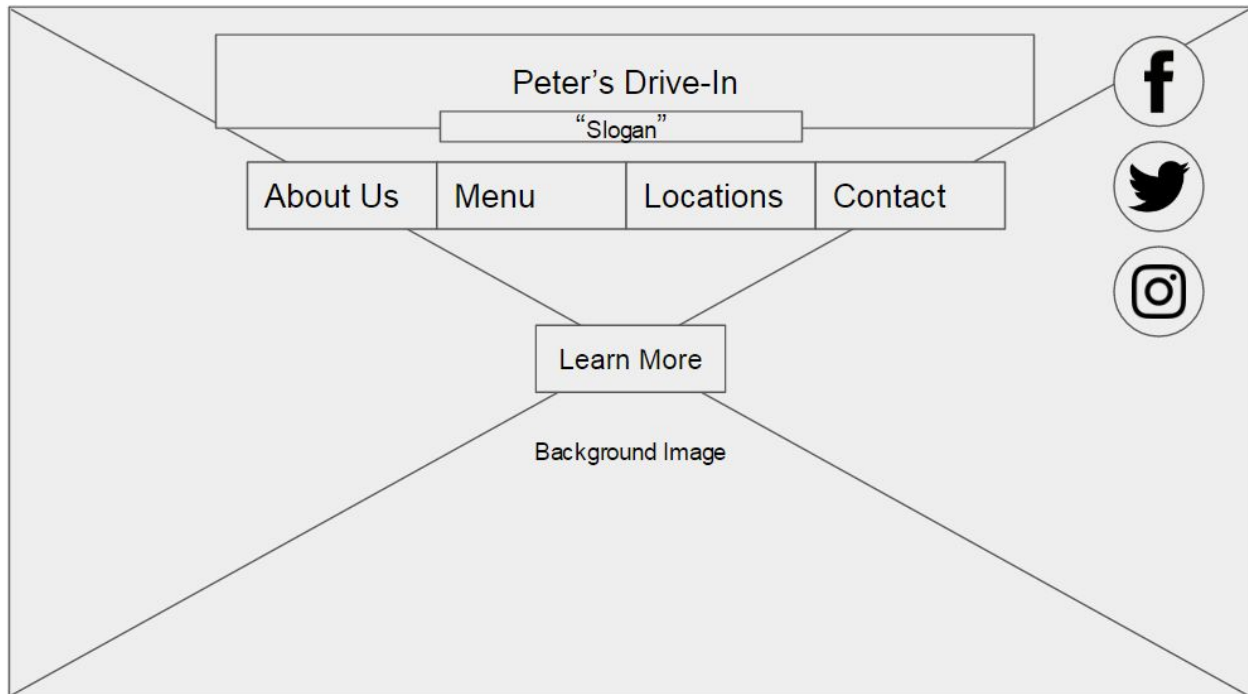The Locations page still contains the same info.

We've also added a Contact Us page which contains the Contact info and a form for orders.
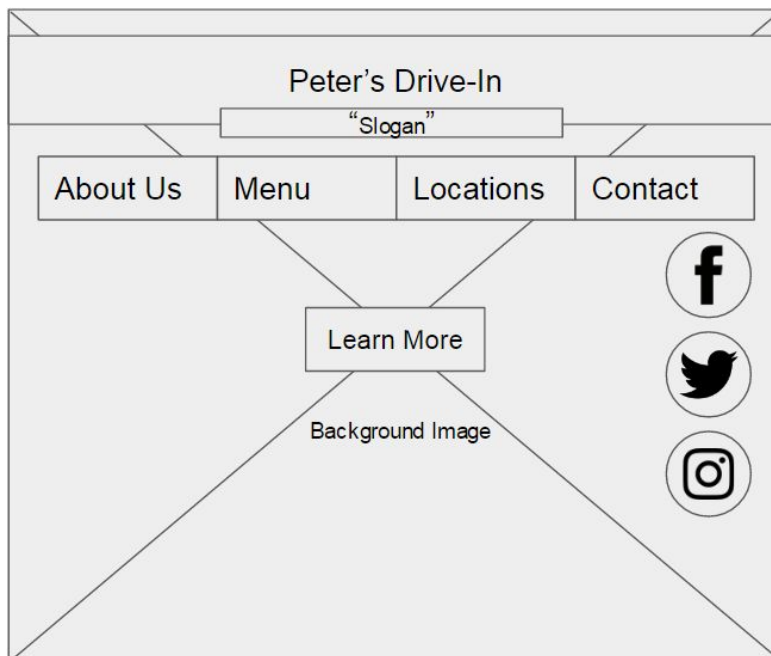
Wireframes

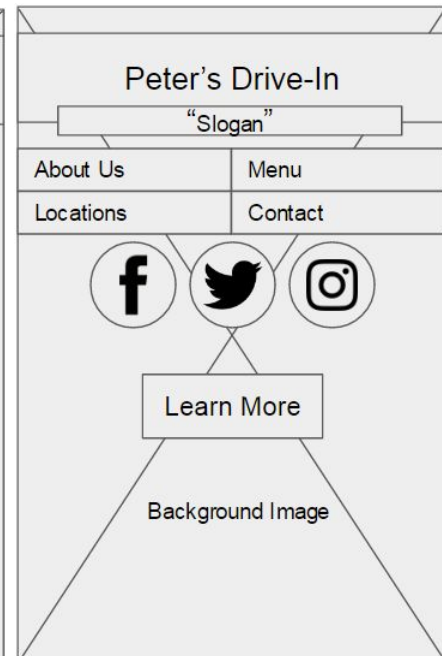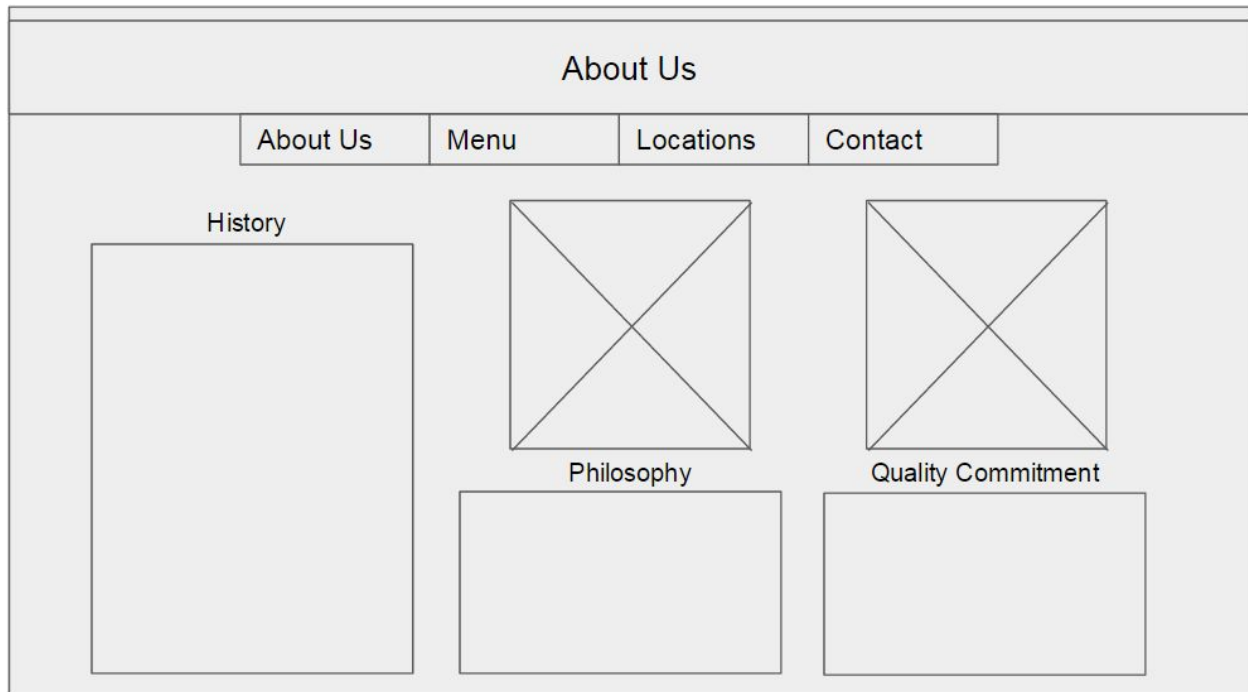Basic Preliminary Website page designs:
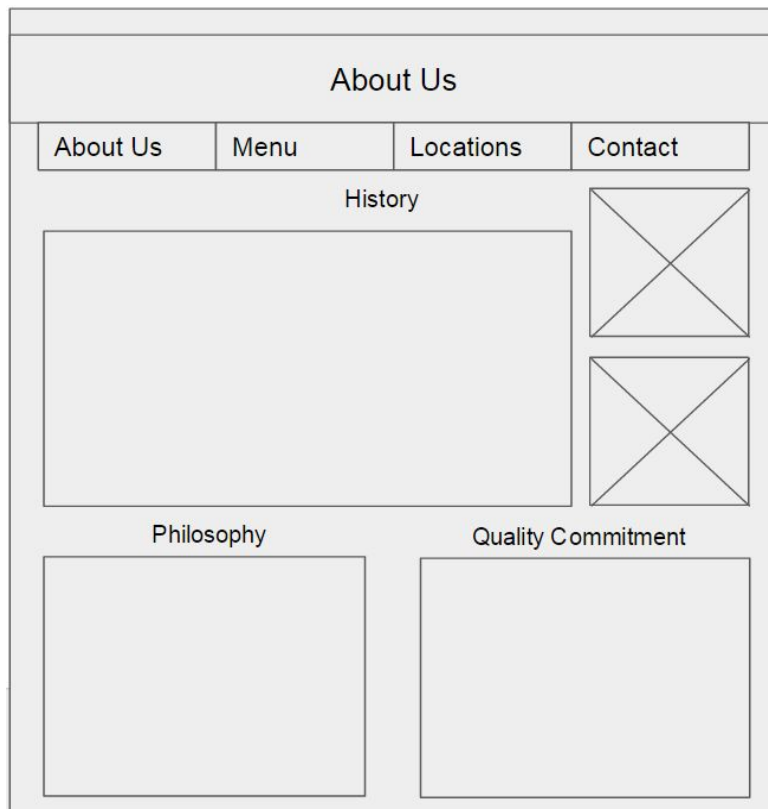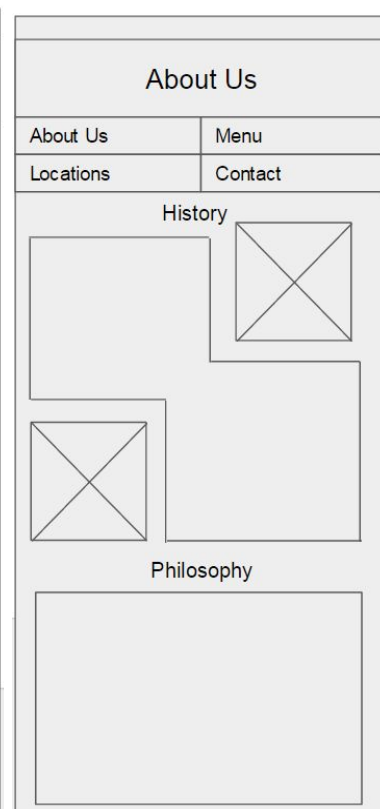
Home Page

Wide

Medium

Small

About Page

Wide

Medium

Small

Menu Page

Wide

Menu			
About Us	Menu	Locations	Contact

Menu

Orders

Medium

Menu			
About Us	Menu	Locations	Contact

Menu

Orders

Small

Menu	
About Us	Menu
Locations	Contact

Menu

Orders

Locations Page

Wide

Medium

Small

Contact Page

Wide

Contact Us

About Us	Menu	Locations	Contact

Contact Info

Order Form

Send

Medium

Contact Us

About Us	Menu	Locations	Contact

Contact Info

Order Form

Send

Small

Contact Us

About Us	Menu
Locations	Contact

Contact Info

Order Form

Send
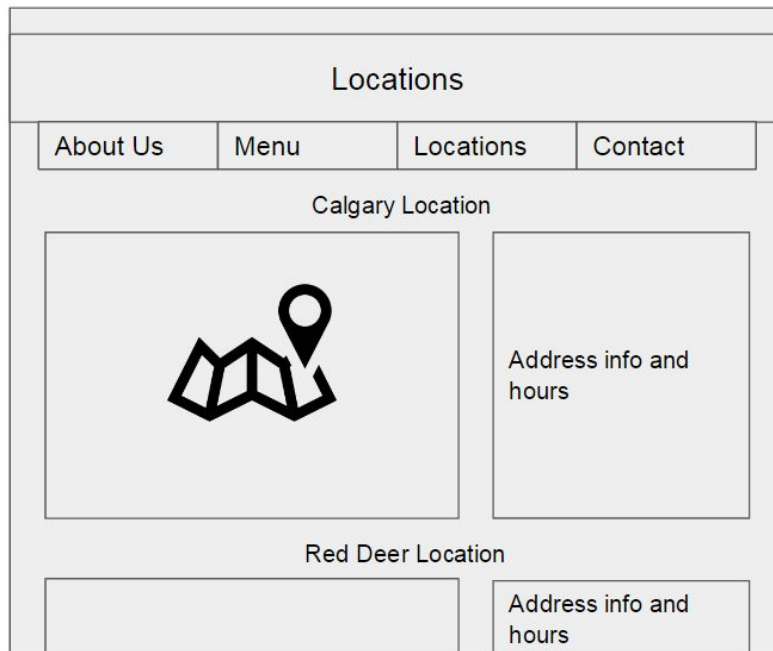
SEO Strategies

In order to increase the chance that search engine users will be directed to the site we will implement search engine optimization strategies to increase the site's ranking. Luckily many of these strategies are already covered by other improvements to the site.

Responsive Web Design

With Google no longer ranking non-responsive websites, designing a site that can be viewed from all devices is a must. The number of people using search engines on mobile devices is also increasing its necessary to accommodate these users and ensure they are more likely to revisit your site.

Heightened Social Media Presence

Social Media not only increases online visibility but also gives many opportunities to link consumers to your site which will increase its ranking. Through active social media accounts a greater number of people can be directed to the site, increasing its traffic and thus its likelihood of appearing in searches.

Keywords

While not as important as they once were it is still a good idea to include commonly searched keywords and phrases that are relevant to the business into the site's content. It is important they be directly ingrained into the site's content in a way to reads naturally so as not to hurt the quality of the site's content.

Use Https

A fairly simple one, Google is boosting ranks of sites that use https over http. Making the change will give a quick boost to the rank as well as more security for the site.

Promotion Strategies

Moving forward promotion for ABC Company will put a greater focus on online promotion where efforts thus far have been fairly minimal. Once again much of this has been touched on earlier.

Increased Social Media Presence

Social Media is an absolute necessity to reach potential customers in this day and age, especially younger ones. With Peter's current presence on social media lacking we hope to boost the activity of its current accounts, both Facebook and Twitter, as well as give them a presence on other platforms, namely Snapchat and Instagram.

Host Events and Specials

Being more active on Social Media is the first step towards gaining an online following, however there's still more than can be done. For example giving people a reason to follow your accounts beyond just wanting to hear anything you have to say. Having events and specials and informing customers of them via social media gives more people a compelling reason to follow you and well as being a good way to generate interest in your business as a whole.

Workflow Outline
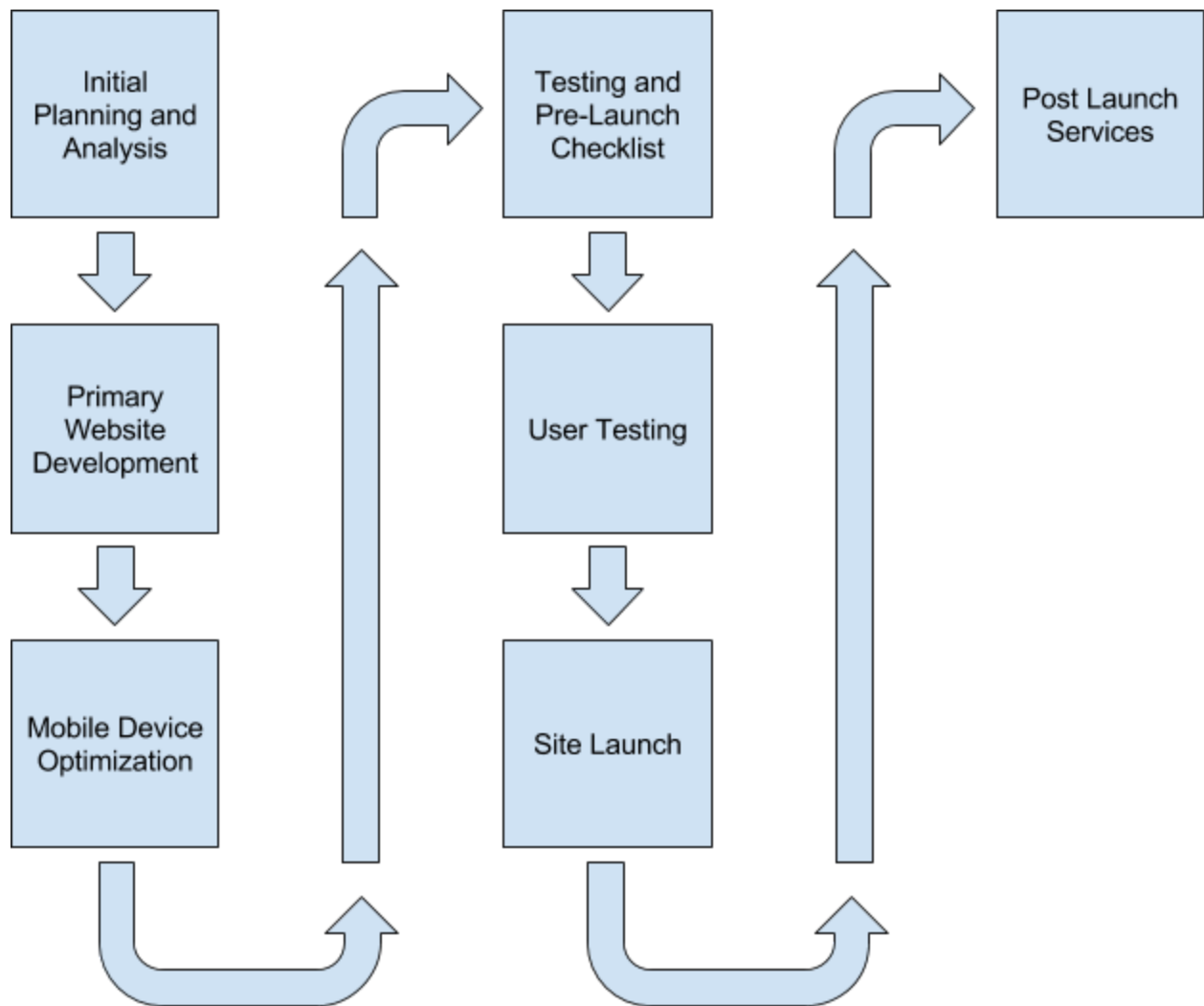
Cost Breakdown

Initial Planning and Analysis

Project Planning Meetings and conversations to define scope, goals, specifications, target audience and/or review changes. Prepare wireframes and deciding on technologies.	$130
Information Architecture and User Experience Planning Planning an updated site-map, content reorganization and user flow from all site entry pages through to conversion goals.	$195
Search Engine Optimization (SEO) Research Keyword research and competitor analysis to identify appropriate keywords and phrases.	$390
Sub-total	$715

Primary Website Development

Site Design Basic website design. Home page and up to 5 interior pages, plus one email template design, based on final approved website design (e.g., theme and images).	$1,800
HTML / CSS / JavaScript Programming Converting the site design into search engine friendly and standards compliant HTML / CSS, as well as any JavaScript required for animations, hover effects, drop-downs, etc. Coding of back end features (PHP).	$520
Installation of Content Management System (CMS) Installing the content management system on a development server, implementing the template(s) into the CMS, and creating the barebones navigation structure and layout.	$195
Installing and Configuration of CMS Modules and Plugins This would include the configuration of all database driven sections of the site such as: products, videos, lead capture forms, reviews, etc.	$650
Content Development and Re-writes Re-writing 10 pages to improve conversion rates and/or SEO ranking.	$390
Content Migration Moving all of the content from the existing site into the new content management system.	$260
Sub-total	$3815

Mobile Device Optimization

HTML / CSS / JavaScript Programming Updates to the desktop version of the site design to account for various mobile device widths (320px / 768px / 1024px).	$650
Sub-total	$650

Testing and Pre-Launch Checklist

Code Optimization After approval of the site, but prior to final cross-browser testing and launch, the HTML, CSS, JavaScript, images, etc. will be optimized to help achieve fast load times, print friendly display, and other web standard and accessibility best practices.	$65
Cross-Browser Testing Testing and correcting display and functionality issues across all modern browsers (IE7-IE9, Firefox, Chrome, Safari and Opera).	$195
Google Analytics Goal Tracking Setting up various types of goal tracking through Google Analytics, i.e. data-capture form conversions, visitor source streams, etc.	$65
Proofreading Professional proofreading services for 40 pages of site content.	$200
Sub-total	$525

User Testing

Test Preparation Creation of test-cases (use-cases) for use with video user testing service. Video user testing will help identify usability gaps and conversion improvements. Note: This does not include the cost for individual tests. See Expense section.	$65
User Test Review and Analysis Watching all completed video user tests and creation of a list of suggested changes to improve site functionality and usability.	$195
Usability Revisions Estimated time to complete revisions based on user video analysis.	$260
Sub-total	$520

Site Launch

Site Launch and Domain Hosting Transfer Management Setting up the new hosting account, moving the site from the staging environment to the live environment, transferring the DNS, creating required email addresses, etc.	$130

Sub-total	$130

Post Launch Services

Google Adwords Campaign Setup Setting up a Google AdWords campaign to drive additional traffic to the website. Including keyword management, ad creation (up to 5 variations) and one customized conversion optimized landing page. Note: This does not include the ongoing monthly cost for the PPC (pay-per-click) campaign. Daily / Monthly budgets will be set based on suggested keyword and future conversations.	$390
On-going Campaign Review and Optimization Monthly analysis of site conversions / analytics, AdWords campaign, and SEO results. Also includes improvement suggestions, tweaks and implementation. Note: $130 / month for 6 months.	$780
Extended Site Management 6 months of additional site management and updates beyond the initial site development period. Note: Up to 4 hours of "no charge" changes per month for 6 months.	$780
Sub-total	$1950

Expenses

Video User Testing Cost for individual user tests required for the User Testing line item. $40 per test, suggested 5 tests.	$200
Site Hosting Preferred hosting provider is DigitalOcean.com. Hosting is approximately $10/month with minimum contracts of 12 months. Note: We will gladly set up and manage the hosting account, but it is generally advisable that the billing contact information be in the client's name so that full control of the account and all payments are retained by the site owner / administrator.	$120
Sub-total	$320

Payment Schedule

Total cost for the development and deployment for the project described in this document is: Excluding taxes, third-party account costs (hosting, merchant account, SSL, etc.) or any other sundry costs for things such as (but not limited to) stock photography, PPC campaign budgets, video conversion, etc. (unless specifically stated within this document).	$8,625
Payments are split into 3 equal payments due at different phases throughout the project:	
Due at the beginning of the project.	$2,225
Due at the launch of the beta site (prior to client review/revisions and user testing).	$2,225
Due after the successful launch of the completed version of the site.	$2,225
Due after Google Adwords Campaign Setup and On-going Campaign Review and Optimization	$1,170
Due after Extended Site Management	$780

Delivery Schedule

All efforts will be made to deliver site launch within the desired delivery window which, at the writing of this scope of work, is January 19, 2017.

Events that may delay final delivery or individual milestone delivery include:
- Delays in receiving client approvals
- Delays in receiving client feedback and 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)

The following are estimated dates for completing completing each phase of the project:

Initial Planning and Analysis	Date
Primary Website Development	Date
Mobile Device Optimization	Date
Testing and Pre-Launch Checklist	Date
Expenses	Date
User Testing	Date
Site Launch	Date
Post Launch Services	Date
Extended Site Management	Date

Approval

About this Estimate

This quote is not private and confidential. 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 specification.

Agreement

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

ABC company
Agreed on _____, Year

_____
Name:
Title: Owner

Web Design Company
Agreed on _____, Year

_____
Name:
Title: