Goals and Objectives

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For: Ruben

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Nautilus Books Website Redesign

For Nautilus Books to continue to grow it needs to effectively provide customers with the ability to easily purchase books. Unfortunately, the existing web site lacks this functionality and is having a negative impact on customer experience and company growth.

The new site will need to enable customers to:

Purchase books online

Quickly search the large selection of books

Pay for purchases using Pay Pal or credit cards

Create wish lists and trade books via a customer portal

Track shipping and view order history

Additionally, targeting the niche of out of print and hard to find books, the website must feature original design elements, an easy to use content management system.

Solution

We recommend the development of a customized website and ecommerce system to meet the unique needs of Nautilus Books.

The website will include:

Creative design elements professionally designed

A PayPal-integrated shopping cart

Credit card processing for Visa and MasterCard

An administrative site with a Content Management System

A customer portal that will give current customers the ability to create wish lists and trade books with one another

We will also host your site and complete Search Engine Optimization using current web-building best practices to drive traffic to your site from popular search engines.

Fee Summary

|  |  |
| --- | --- |
| **Service Item** | **Cost** |
| Website design and development   * Original design elements * Ecommerce capabilities * Content management system * Paypal integration * Customer portal | **$** |
| Web hosting (per month) | **$** |
| Search Engine Optimization services (per year) | **$** |
| **Total** | **$** |

Fee Schedule

The above pricing is effective through {enter date}. One half of total project fee is due upon contract acceptance with remainder due upon project completion. Monthly and yearly items will be billed one month in advance with net-10 terms.

Why Choose {my\_company}?

{client\_name} needs to focus on the big picture of running its business. That’s why you want a company like {my\_company} to worry about all the details of finding reliable ways to acquire new customers. Here are the people leading the effort in our work for {client\_name}:

**Terry Wright is experienced in online and offline marketing, helping you thrive in today’s media environment** *–* Terry has experience promoting businesses in both online and offline media. Each platform offers distinct advantages; Terry knows how to leverage them to help you reach the most prospects for the least expense.



**Jane Downs leads our paid acquisition team** – Jane previously lead paid marketing at Salesforce where she increased new customer leads by over 500%. She’ll be focused on making sure we’re quickly and efficiently testing paid marketing campaigns (while hitting the target customer acquisition cost) on your project.

Next Steps

To proceed with this project, Nautilus Law is required take the following steps:

Accept the proposal as is or discuss desired changes. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.

Finalize and sign contract.

Submit initial payment of 50% of total project fee.

Once these steps have been completed we will begin the project with a kick off meeting to introduce relevant personnel and begin preliminary project activities.

Terms and Conditions

Once project fee is paid in full to COMPANY any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to Nautilus Books for inclusion in website are owned by Nautilus Books.

COMPANY assumes Nautilus Books has permission from the rightful owner to use any images or design elements that are provided by Nautilus Books for inclusion in the website, and will hold harmless, protect, and defend COMPANY from any claim or suit arising from the use of such elements.

COMPANY retains the right to display graphics and other Web content elements as examples of their work in their portfolio and as content features in other projects. COMPANY also retains the right to place a text link on the bottom of every page.

This agreement becomes effective only when signed by agents of Nautilus Books and COMPANY. Regardless of the place of signing of this agreement, Nautilus Books agrees that for purposes of venue, this contract was entered into in STATE and any dispute will be litigated or arbitrated in STATE.

The agreement contained in this contract constitutes the sole agreement between Nautilus Books and the COMPANY regarding all items included in this agreement.