Client Needs

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For: Ruben

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Nautilus Law Website Redesign

Nautilus Law is facing extremely competitive times in the corporate law industry. In this environment, traditional means of marketing – which Nautilus Law depends on – are becoming less effective by the moment. A high impact web site is necessary to effectively reach new clients and provide an edge over the competition.

Nautilus Law requires a site that:

* Provides a modern web presence
* Increases and converts visitors
* Offers relavent information
* Gives current and potential clients the means to contact the firm

Also required is a content management system that will allow Nautilus Law to easily manage content on the site.

Solution

We recommend the development of a completely original site, built from the ground up with original graphic design elements. A strong emphasis will be placed on attracting new clients through Search Engine Optimization (SEO).

This site will include general and informational pages as well as a content management system that will allow users to update site content and location information, and a contact form to request a consultation or simply make contact with the firm.

The site will include the following pages:

* Home
* About Us
* Services
  + International Business Law
  + Commercial Litigation
* Locations (in the United States)
* Request a Consultation/Contact Us

Additionally, we will provide web hosting services on a monthly basis and yearly Search Engine Optimization services to more effectively drive and convert traffic to the site.

Fee Summary

|  |  |
| --- | --- |
| **Service Item** | **Cost** |
| Website design and development   * Original graphic elements * Content management system * Contact/consultation request form | **$** |
| Web hosting (per month) | **$** |
| Search Engine Optimization services (per year) | **$** |
| **Total** | **$** |

This fee summary is based on work performed on a fixed cost basis. Should the scope of the project change after acceptance of terms and pricing, we will provide a detailed scope change to define additional work and associated costs.

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:

1. 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.
2. Finalize and sign contract.
3. 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.