# Website Design Proposal Template

## Introduction

The Ijero Local Govenment needs a digital presence in this digital world.

A good website can exponentially increase your reach, while working for you 24/7, virtually for free.

Websites also give the Local Govt. the benefit of a professional business email, and let you take control over people communication through blogs, knowledge bases, news, and contact pages.

However, a bad website can give the impression of an unprofessional, one that cannot keep up with the current technology, or one that doesn’t care enough about its image. Your website should also be continuously updated to show the people of Ijero and the other towns the information they need today, and to keep them coming for more.

It’s not just a matter of creating a website, it’s a matter of creating the right website.

## Your Needs

Your office needs to provide your people at the local level with the right information, and to be accountable to the people.

Here’s what we’ve found about your current needs:

### Awareness for Ijero Local Goverment

A website that can give the Local Goverment the boost it needs to improve the awareness and reputation of the Local Goverment.

### Traffic Generation

By optimizing your website, you can get more organic traffic through search engines

You can also target more keywords to attract the potential users that are more likely to . Once the clients are on your website, the website needs to separate them depending on the likelihood of purchase.

To achieve this, your website needs a proper funnel, so you can generate the leads you need, and cater to their needs to increase the chance of conversion.

### People Connection

Your website needs to develop a connection with your people, and give them a reason of belonging.

To achieve this, your website must be easy to find and easy to navigate. It should also be constantly updated to give your users timely information.

## Solution - Your Website

This is the kind of website you need developed:

### Home Page

Your home page needs to load fast, and needs to immediately provide the right information to your users.

It will have your Ijero local goverment’s color scheme if there is any, a modern design, and the calls to action you need for users to see know about the local goverment, sign up for newsletter.

It will also have the full menu of your website, with all pages at a maximum of three clicks away.

### About Us Page

This page is vital to create a connection with many people. In it, people can see who’s chairman, and can put a face to the Office of Chairman.

The page also helps you connect with people by redirecting them to the right person of the right department.

### Others Page Like

* News page
* Photo gallery
* History of the Ijero Local Govermentpage

## Deliverables & Retainer Services

This is what we’re offering to your company, and the investment recommended:

### Website Design:

We’ll start by developing a design according to the local goverment image.

We’ll go through you each step of the way, ensuring the design is up to your standards. We’ll offer you different corporate art styles, showing you how they cater to your audiences, so you can choose the one that best fits with the Local Goverment.

Finally, we develop three different page designs according to your specifications, and show them to you in the shape of a mock-up, so you see your new website in action.

**Deliverable**: In-detail result projection. Three different mock-ups of your page design.

**Timeframe**: 2 weeks

**Price**:

### Website Development:

Once a mock-up and design style is chosen, we’ll start developing your website accordingly. This will include the development and implementation of everything listed under “Your Website”.

We’ll reach you for your approval at each step of the way, to ensure everything is being developed to your needs.

**Deliverable**: Finished website.

**Timeframe**: 3 - 5 weeks.

**Price**:

### Website Training:

When the website is implemented, we will train you or the Local Goverment staffs on how to use the website. You can choose up to 5 more people to get trained with you.

This training will show you how to use each feature, how to add or remove items, how to modify every page, and how to use the website’s integrations.

**Deliverable**: Completed training

**Timeframe**: 2-4 hours

**Price**: Free of charge

### Website Launch

Once the website is fully developed and you and your team are fully trained on how to use it, we’ll launch your website.

The launch process is fully supervised to ensure success. We typically launch during the weekend; that way, if there are any issues, we’ll take care of them without losing too much traffic. We’ve launched websites hundreds of times, so you can rest easy knowing we’ll take care of everything and avoid any headaches for you.

We’ll monitor your website’s health, ensuring there isn’t any downtime for any reason. We also supervise the navigation flow to make sure all old links redirect to the new page.

We’ll contact you first thing on Monday to give you an analysis of the first weekend, and to let you know if we had to fix any issues.

**Deliverable**: Page online

**Timeframe**: Upon completion of payments

**Price**: Free of charge

## Our Process

Here’s how we tackle website design:

### Step 1: Initial Interview and Planning

We start by sitting down with you and your team to learn what you expect from your website. We learn about your pain points and take notes of your needs.

Finally, we translate all of that into actionable points of website creation, to ensure the right reason is behind each creation step.

### Step 2: Website layout

Once we know what you want out of your website, we can start planning how your website will work and look like.

To do this, we create a sketch of your most important pages, so you can see where everything will be, and how everything connects.

Although these sketches aren’t too detailed yet, they’ll give you an idea of how everything looks like, and what navigation is like.

### Step 3: Content creation

Once the design is approved, we focus on developing the website’s content. Our experienced copywriters will develop the written content for your website, all according to your company’s tone and personality.

Our designers develop support images and icons, to fully flesh out your website and your content.

Our web designers, on the other hand, will take care of the technical part of web development.

All content is SEO-friendly to ensure search engines like Google can easily find your pages, file them, and show them to your audience.

### Step 4: Design and Development

Now, we focus on developing those sketches into a fully-fledged design. This design already includes your color scheme, the local govermen artwork, and the visual style.

We’ll use placeholder text when needed so you get a full idea of how the final page will look like, even as we continue developing content.

### Step 5: Testing

Once your website is ready, it’s time to evaluate how well it works.

Our team will also look into potential issues that many happen in the future. To do this, we go through a checklist based on past learnings and common mistakes, to ensure your website is working before we start using it.

### Step 6: Launch and optimization

When the website has passed all tests and our team makes sure it’s up to our standards, we launch your website.

We closely monitor your website throughout the first few days, looking for any potential error or issue, and checking bounce rates and navigation time to ensure your users are having a proper experience.

Once we make sure your website isn’t experiencing any issues, we audit your website once every month for 12 months, ensuring we patch any minor issues, creating backups, updating content, and ensuring security.

## Project Timeline

Here’s the timeline of your website’s development:

* **Initial Interview and Planning**: Up to one week.
* **Website layout**: Up to one week.
* **Design**: From one to two weeks.
* **Content creation**: From one to two weeks.
* **Testing**: From three to five days.
* **Launch and optimization**: Five days to launch and test, one audit per month for twelve months after launching.

In total, your website takes from four to eight weeks to develop from the ground up, giving you full support for the next twelve months after launch.

## Investment and ROI

We price your website development according to the amount of work, like coding, content creation, and graphic design.

Here’s how it looks like:

|  |  |
| --- | --- |
| Website Design and Development  (*this covers every design and development step, and can be divided into a 3-payment plan*) | #200,000.00 (single payment) |
| Website Hosting  (*this covers the cost of your personalized domain and email addresses*) | #8000.00 per month \* 12 = #96,000 |
| Website’s Monthly Audit  (*this audit shows you traffic, bug corrections, navigational details, and more*) | #5000.00 per month |

## Why Should You Choose Us?

With hundreds of successful website launches from small to large companies across the world, we have the expertise to ensure your website is fully developed and making money as you need it to.

## Project Terms

This Website Design Proposal (“Proposal”) is being made between Ijero Local Goverment located at Ijero Ekiti and ScriptEnabled Concepts on ......................................... Ijero Local Goverment and ScriptEnabled Concepts may also be referred to as “Party” or together as the “Parties”.

### Description of the Services:

Ijero Local Goverment and ScriptEnabled Concepts will decide on the description of services before signing the contract, and Ijero Local Goverment may update the scope of the services by filing a “Change Order” form and getting approval from ScriptEnabled Concepts to change this contract.

More services and changes may generate extra fees.

### Costs and payment

### Cost & Payment

Total cost of services: #696, 000. 00

Amount due at signing: ......................................................................

Amount due upon completion: .............................................................

Timeline: ...................................................................................

Preliminary design completion date:

Review date:

Final review:

This final review must include written feedback on the website.

Completion:

### Copyright Notice

A Copyright notice that states ScriptEnabled Concept and its logo will be displayed on the bottom of each page of your website, along with a link ScriptEnabled Concept‘s website.

### Intellectual Property

Ijero Local Goverment will own the website ScriptEnabled Concepts will design, along with the vistuals, the written content, and any graphic art developed for it. ScriptEnabled Concepts isn’t required to keep copies of the website or fragments of it. Ijero Local Goverment will not hold ScriptEnabled Concepts responsible for any third-party claims.

ScriptEnabled Concepts will own any and all copyrightable work, ideas, products, inventions, and other information created in connection with the services being provided, and will remain legal owners of them, not holding Ijero Local Goverment responsible for any third-party claims.

### Confidentiality

ScriptEnabled Concepts will not share or disclose any confidential information belonging to Ijero Local Goverment without a written consent. This may include but isn’t limited to trade secrets, payment information, and any other information not publicly available.

### Assignment

The Parties will not assign responsibilities they have under this Agreement to anyone else unless both Parties show agreement to the assignment in writing.

### Contract Termination

If Ijero Local Goverment decides to terminate this contract, they may do so by providing a fifteen (15) day written notice and paying ScriptEnabled Concepts for all completed services.

If either Party fails to follow through with their responsibilities or obligations under this Agreement, the other Party can end this Agreement by giving a five (5) day written notice. This Agreement will automatically terminate if and when both Parties have performed all of their obligations under the Agreement and all payments have been made.

### Acceptance

Please sign below to indicate acceptance of this agreement:

ScriptEnabled Concepts: ..........................................

Signature: ...............................................................

Date: ......................................................................

Ijero Local Goverment

Name: ....................................................................

Signature: ..............................................................

Date: .....................................................................

## Next Steps

If you want to start creating your website, here’s what you need to do:

1. Review the proposal in its entirety.
2. Sign the fields above.
3. Wait for our contact regards your invoice details and billing.