suprag.com.au

FROM

STOQE

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TO

SupraG

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SupraG Website Upgrade Proposal

Hi SupraG, Lane here — aka: STOQE. I specialise in "Saving Brands" by offering digital consulting and services which maximise website returns and minimise website costs. My services have saved local, national, and international brands tens of thousands of dollars in website costs. In this modern age there are better ways to do websites and I pride myself on being at the forefront of delivering high standards websites with maximum time and cost savings.

The following website proposal options are designed to maximise improvements and minimise costs for suprag.com.au. By utilising the latest web technologies I can deliver you the greatest value for money and position you with a flexible website future that gives you freedom and affordability for years to follow.

After studying your current website my priorities for suprag.com.au are designed to...

1. Improve the user experience for all suprag.com.au website visitors
2. Make suprag.com.au mobile-friendly (for mobile phone and iPad/tablet visitors)
3. Make suprag.com.au Google friendly (to increase website traffic)
4. Make suprag.com.au a secure website (https) to improve user trust and Google trust
5. Refresh your website design (look and feel)
6. Optimise and consolidate your content
7. Fix/remove/replace existing broken elements (ex: the search feature, empty pages, etc.)
8. Explore and incorporate any necessary new features (improved search, translation (more than 2 languages), etc.)
9. Position SupraG with a flexible website future capable of shifting with trends, technology, and requirements
10. Maximise your spend and minimise your costs

Website Hosting Environment

- **Managed Server**
  State-of-the-art servers with a global CDN (Content Delivery Network) ensuring fast, effective, and efficient responses times for all website visitors. The fully-managed server includes continuous updates and performance optimisations at no extra cost.
- **High Performance (including CDN)**
  Performance is paramount in delivering a good user experience. Where possible and beneficial Cloudflare and/or Netlify will be used to assist in the delivery of benchmark website performance. (More information is available at cloudflare.com and netlify.com.)
- **High Security (including "https")**
  Security and trust are critical website requirements for visitors and internet browsers (Internet Explorer, Chrome, Safari, Firefox). Using a valid security certificate will improve SupraG's website to a secure and encrypted kind — using "https" not "http" — which better protects website visitors and ultimately SupraG.
- **Automatic Back-ups**
  Continuous, automatic backups are included in this STOQE PAYG service safeguarding all frontend code and backend data (via a secure, off-site location). Netlify will provide the primary backup and Github will provide secondary code backups. (More information on Github is available at github.com.)
- **Single Website Expereince**
  The improved suprag.com.au will be an all-in-one website solution ensuring a consistent, on-brand experience for desktop, laptop, and mobile phone visitors. All website visitors will visit suprag.com.au and the website will intelligently-adapt according to their screen size (no redirects to a mobile-specific website will occur).

Website Presentation

- **Design**
  Modern and on-brand
- **Unlimited Frontend Design Changes**
  Quality frontend coding permits simple, site-wide design changes. STOQE codes with prides so you get unlimited design changes included at no extra cost. We just keep tweaking until you're happy.
- **Unlimited Layout Changes**
  Quality frontend coding permits simple, site-wide layout changes. Unlimited layout changes are included at no extra cost.
- **Ongoing Optimisations**
  Regular content, performance, and code optimisations are included to maintain peak website performance.

Guarantees

- **Free Restoration Guarantee**
  In guarantee of STOQE's effective backup and frontend/backend separation I provide a free restoration guarantee in the case of your website breaking, failing, or corrupting: no fees are charged to restore it.

Timeline

For a May 16 launch work and will need to be commence by April 16.

April 16

- Start building mobile-friendly framework: HTML & CSS (high performance, standards compliant, accessible, and future-proof)
- Seek design guides, input, and requirements

May 01

- Complete mobile-friendly website framework
- Integrate CMS (if required)
- Start integrating design
- Start migrating content

May 16

- Complete design work
- Complete content migration
- New website and frontend design live online

Costs Options

Maximum Improvement Pack $3,999.00

— 50% deposit paid to commence work

— 50% balance paid to launch new site/design

— Quoted price includes a $1,000 discount for website credit ("Website by STOQE")

ITEM NAME	UNITS	RATE (AUD)	TOTAL
50% Deposit	1.0	$2,499.50	$2,499.50
50% Balance Payment	1.0	$2,499.50	$2,499.50
"Website by STOQE" Credit Discount	1.0	-$1,000.00	-$1,000.00
Free Hosting, Upgrades, and Back-ups	1.0	$0.00	$0.00
Total			**$3,999.00**

Free Hosting, Upgrades, and Back-ups

— Free hosting, upgrades, and backups are provided for the first 1 year of service.

— There are no obligations to retain STOQE as your website service provider beyond the first year

— The modern, flexible, and independant and nature in which your website will be build, housed, and hosted allows you the freedom to self-host, have other parties host and/or manage for you, or retain STOQE to host and/or manage your website.

— Costs beyond the initial 12 month period are dependant on future requirements and can be negotiated accordingly in time, however basic website hosting is all that's required, with management and/or improvement packages optional.

Other options can be customised to suit. Feel free to ring or write anytime...

Always,
Lane

STOQE