**Cover Letter**

Bailey Web Design, Inc.

2605 Conjunction Junction

Beaufort, SC 56894

20 February 2017

Mrs. Marilyn Cooler

Owner of Bamberg Floral Supplies

1509 Main Hwy  
Bamberg, South Carolina

Dear Mrs. Cooler:

On behalf of everyone at Bailey Web Design, we are delighted and eager to begin work on your website and help put Bamberg Floral Supplies on the map. It is important to us that we provide you with a quality site for your business. This website will serve as a prime example of our expertise as a web design company and provide mutual benefits for both your company and ours. A sleek, well designed site will bring business to you as well as to us.

This project’s cost will vary depending on the package of your choosing. Fees and rates are detailed further in this document. Our most basic package runs at a flat rate of $1000 with no additional cost to you. We also offer a more advanced package with additional features and extended services at $1,800. We predict that it will take us around 14 weeks to create your website, giving us 4 weeks to collect and organize content, 4 weeks for design, 2 weeks for further development, and finally 4 weeks to tweak and modify. Time taken can and will vary depending on the amount of preliminary collaboration between you and our company. Your investment will be returned through this website providing your business with online presence, exposure that will enable new and even returning customers to find information easily and place orders when they might have otherwise been required to visit your shop first. We recommend freehostia as an excellent domain name registrar with one of the most affordable and reliable plans for hosting on the market. Freehostia offers a variety of domains at a yearly cost. An example of your future website’s domain may be something like [bambergfloralsupplies@taylorbailey1211.com](mailto:bambergfloralsupplies@taylorbailey1211.com).

We have also provided a basic outline of content for your website for your review:

1. Home Page  
   A. Company Name

B. Company Address/Phone Number  
C. Company Logo  
D. Navigation  
 a. Home

b. About Us

c. Products and Services

d. Terms of Service

e. Contact

Your website will be fully optimized for search engines as well. We plan to submit your future website’s URL to widely used search engines such as Bing/MSN and Google, and will provide keywords and a description that best fit Bamberg Floral Supplies. We will also recommend the practice of crosslinking or backlinking your website to draw in even more business. Further information on optimization for search engines as well as an explanation of crosslinking is included further in this report.

We hope to create a website that you will be able to use to bring new life to your business. We want to make Bamberg Floral Supplies one of the most reliable and go-to florists in the Lowcountry. Let us help you make this a reality!

Sincerely,

Taylor Bailey

President of Bailey Web Design, Inc.

[president@tbailey.com](mailto:president@tbailey.com)

**Main Report**

**Domain Name Registry**

A domain name is the part of a network address that identifies it as belonging to a specific “domain”. For example, a good domain address for your business would be something like “bambergfloralsupplies.com”. It is important to purchase one for your business as this enables us to have a place to “host” the website that we will be creating for you. Essentially, this domain name will be the address that people go to when they want to visit your website. Costs for domain registration vary from $1-$15 a year or more depending on which will best suit your needs. We suggest freehostia as well as other well known and trusted registrars such as godaddy and ehost. It is also important to not only purchase multiple years of activation for your domain name, but to also sign up for automatic renewal. This way, you minimize and eliminate the risk of your domain being inactive or potentially taken by another web designer searching for a similar domain.

**Search Engine Strategy**

How Do Search Engines Work?

A simple explanation of search engines is that they do, well, exactly what it sounds like they would. Any search engine you use, whether it be Google, Yahoo, or Bing, contains a massive index of billions of pages across the web. These search engines use the information contained in these indexes to provide you, the user, with pages that are relevant to what you are searching for. Search engines “search” through all the information they have and then return back to you what they think is a list of the most relevant websites for you based on what you entered into the engine. Search engines also have features that allow them to suggest terms you may have meant to search for (you probably recognize the “Do you mean” feature that Google uses) if something you entered is misspelled or related to a popular search put in by users before you. So, a good search engine will maximize the amount of users visiting your site by providing it for them in their list of relevant search results when they are looking for a service similar to the one that your business provides.

Submitting your website’s URL to search engines:

We plan on submitting your website’s url to the search engines Bing/MSN and Google. These are among the most popular and widely used search engines currently on the internet today. Both of these search engines provide ways for website developers like us to submit urls to be included in their search index in a way that’s at no cost to the developer or the user. Google, for example, has no priority for submitting websites. They won’t accept money to make someone’s website “more popular” and more easily searched by users using their search engine. They make it easy and simple for anyone to submit their website to their search engine index.

Website Description

The following is our recommendation for a description for your website, as well as a list of keywords that I expect customers searching for your website to use.

Description:

Bamberg Floral Supplies provides quality floral arrangements for a wide variety of occasions. From weddings to funerals to seasonal arrangements, Bamberg Floral Supplies has a supply to fit your needs. We also provide additional supplies in the form of accessories for arrangements such as baskets, bows, and other decorations.

Keywords:

Bamberg Floral Supply, flowers, plants, supplies, arrangements, wedding, funeral, holiday, service, accessory

What is crosslinking/backlinking?

Crosslinking, or backlinking, is a beneficial practice used by both website developers and owners to maximize user traffic to not only your own website, but to the websites you crosslink to. Crosslinking is an agreement between websites that are complimentary that results in both websites linking to one another. It benefits both businesses because it increases user traffic between both websites as well as giving each more business and exposure. Having someone else link to your website- and vice versa- gives both websites a higher search score, meaning that whatever search engine they are located on will see your website as containing information of high value.

These are a few websites that we recommend pursuing for cross linking agreements:

<http://www.meaganwarren.com/>

<http://www.carolinagreenery.com/>

<http://www.briceherndonfuneralhome.com/>

We recommend these websites in particular because they are all complimentary to Bamberg Floral Supplies. Megan Warren is a wedding planner that would no doubt be interested in having their website featured on the website of a local florist, and the same applies to Brice Herdon Funeral Home and Carolina Greenery.

**Advertising Plan**

We as a company have devised multiple strategies that we feel are vital to be included along with your existing advertising plan. As mentioned in the search engine strategies section, we recommend cross linking as a great way to advertise your business as you share customers, essentially, with other businesses that provide products or services relevant to your own. As the world begins to revolve more and more around the internet and social media, we also recommend other websites to advertise your business such as the creation of a Facebook page, a linkedIn account, a Twitter account, and more. The more of these that can be directly linked back to your website, the higher the likelihood of customers finding your business through daily browsing of their favorite social media clients. In line with social media outlets, we also encourage the use of blogs to provide additional content and information along with indepth reviews of your products. A blog could be linked right back to your website, and they are easy tools to impart information quickly in a way that will entice customers to do a bit more digging. In addition, we recommend also having ads placed in the local newspaper as well as various online news media websites. These will garner even more traffic to your website and potential revenue to your business.

**Customer Retainment Plan**

While it is one thing to bring customers to your website, we know it is entirely another to keep them coming back for more. Here at Bailey Web Design, we have multiple strategies in place to encourage customers to return to your website. With continued maintenance by our company, we will ensure that the content on your website remains fresh and current. One of the most reliable ways of presenting this content is with a bulletin board on the home page of your website that displays what sales are currently going on as well as special arrangements available for holidays. For example, you may want the first thing a customer sees when they visit your website to be an offer on select arrangements for a special price for Valentine’s Day. A bulletin board can accomplish just that and much more. Your website can also be used to hold monthly raffles or giveaways that would encourage a customer to visit regularly to see what new offers might be going on that they may be interested in participating in. We recommend combining the use of a blog, Facebook page, Twitter account, etc. for this purpose as well, using these various social media websites to encourage customers to check out new information available on your website. We also provide optional mailing list services so that customers can sign up to receive automated emails when new information is added to your website.

**Fee Schedule**

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| --- | --- |
| Basic Package  $1,000.00  Pages: 10  Pictures: 50  Videos: 1  Facebook page: 1  Twitter Account: 1  Pinterest Account: 1  Tumblr Blog: 1  Crosslinking: 3  Hyperlinks: 5  1 year of domain name  1 year of hosting  1 year of maintenance:  3 page updates per month  2 minor changes per month  5 Facebook/Twitter posts per month  1 search engine update per month  Email set-up  Additional fees:  $50 per new page of content added  $10 per additional account (Facebook, Pinterest, etc.)  $50 per additional crosslink  $500 per additional year of maintenance  $50 per new website style | Ultra Package  $1,800.00  Pages: 20  Pictures: 100  Videos: 5  Facebook page: 3  Twitter Account: 3  Pinterest Account: 3  Tumblr Blog: 3  Crosslinking: 6  Hyperlinks: 10  3 years of domain name  3 years of hosting  3 years of maintenance:  6 page updates per month  4 minor changes per month  10 Facebook/Twitter posts per month  2 search engine updates per month  Email set-up  Additional fees:  $50 per new page of content added  $10 per additional account (Facebook, Pinterest, etc.)  $50 per additional crosslink  $500 per additional year of maintenance  $50 per new website style |

**Resume**

**Taylor Bailey**

5097 Willow Swamp Rd.

Islandton SC, 29929

Phone: (843) 898-0516

Email: [tcbailey@hotmail.com](mailto:tcbailey@hotmail.com)

**Objective:**

To secure a position as a Web Designer.

**Education:**

Bachelor of Computer Technology, Trident Technical College, 2009-2013

Minor in Graphic Design

**Experience:**

Web Developer, Frederick Web Design, Employed 2013-2016

-Responsible for developing and maintaining website functionality and design.

-Provided consultations with potential clients and designed their websites.

-Provided additional technical support using programming knowledge.

Web Developer, Bailey Web Design, Employed 2016-PRESENT

-CEO and founder of Bailey Web Design

-Responsible for company management; head website developer and consultant

**Skills:**

* Working knowledge of Indesign, Photoshop (all versions), Illustrator, Acrobat CS5, and Paint Tool SAI.
* Ability to type over 80 words per minute corrected.
* Programming language knowledge; Javascript/PHP/HTML/CSS.
* Marketing and management skills.
* Experience with command-line interface.

**References:** Available upon request.