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**Website Development Proposal**

**For BTL Buildings**

*Created by EvoMorf on behalf of Wink Singh*

**Your website requirements**

First things first, we have gone through your website requirements as mentioned in your email and we have simply categorised them to be more structured. Here is the list of your website requirements that we have divided in categories:

1. **Website development**
   1. Website Pages/Hierarchy: Home - About Us - Our Services - Our Work (galleries) - Contact Us - Testimonials (Optional)
   2. Newly re-designed website (unlimited design revisions)
   3. Fully responsive (will work on desktops, tablets and all phones)
   4. Advanced Contact form
   5. Dynamic responsive galleries (unlimited images)
   6. Call to Action to properly engage users to browse services
   7. Social media Integration -connect the website to Facebook, Instagram, google, twitter at the click of a button. The web developer will need to create these pages
   8. Testimonials
   9. SMS Option or auto -reply email to acknowledge receipt of a quote / enquiry
2. **Search Engine optimization**
   1. Google Integration (high search engine optimisation that met all SEO standards) search in google to get all BTL building and Built to last building.)
   2. traffic booster – submit website to google , yahoo, Bing and others to boost search engine ranking
   3. web tracking
   4. faster speed
3. **Hosting and services**
   1. web and email hosing
   2. file backups
4. **Maintenance**
   1. Phone / email and Tech support – available to answer all questions, makes changes, maintain the site when needed – including initial cost . no charge thereafter

**Website Development Phase 1**

1. **Website structure**
   1. Home page
   2. About
   3. Services
   4. Gallery
   5. Testimonials
   6. Contact us
2. **Website Design**BTL Building site will be based on design trend as followed by these two sites which you provided as an example in your email:

* <http://www.inspirebuilding.com.au>
* <https://www.empowerconstruction.com.au/>

Above are the latest design trends that work very well these days with construction companies. Obviously BTL Building site design will not be the same as the ones but it will be created from scratch. Fonts, layouts and colours will be decided according to your requirement as well as your branding.  
  
Call to action buttons will be placed all over the site for ease of access and they can moved and rearranged right here in the design phase.

In design we will use placeholder images. You can keep those images if you like but we always suggest that you provide your own images to use. Stock images can be purchased from:

<https://www.shutterstock.com/>

<https://www.istockphoto.com/>

**Design Process:**

* First, we will create the design mocks for every page .
* You will approve the design after suggesting the changes to the design.
* We are happy to revise the design any number of times as long as it doesn’t require a whole new version.
* Any type of change is possible at this stage as we can make any layout, text, images or colour changes easily. Any layout change later in development phase can cost extra depending on how big that change is.
* Once all pages are approved by you, we then move to development phase.

1. **Website Technology**

* We use WordPress CMS to build these types of websites. It will give you access to a user-friendly backend from where you can change/add new images or content yourself. Wordpress is a free open source CMS that is fast, flexible and user friendly.
* Numerous plugins are available for different types of functionalities which makes it very flexible for medium business types.
* All pages will be responsive that work on all screen sizes as well as different type of devices.
* Site will be Cross browser friendly to make sure that it runs well in all browsers like Firefox, Chrome, IE and Safari etc.

1. **Website text content**

We can use the content from your existing site. Any new content required will be provided by you as the estimate below doesn’t include content writing. If you want us to provide content for the site, then we have tie ups with content writers who can write professional content for you. But content writing will be an additional cost. Estimate for content writing services can be provided upon request.

1. **Website development**

* **Home page:**
  1. Top navigation that includes links to all pages as well as contact phone numbers (if approved in design)
  2. Banner with a tagline and call to action
  3. About company excerpt along with any relevant images.
  4. List of your core services along with text excerpt and images.
  5. Testimonial slider showing testimonials one by one.
  6. Footer that includes sitemap as well as company details, privacy etc.
  7. Prominent social networking links (social networking links can be placed at other places on the page for ease of use but again this depends on what design you approve). We can create the pages on the social networking sites as that wouldn’t be an issue.
* **About:**

This page can include your company details, your company motto, any tagline, your team. It can also hold few testimonials at the bottom of the page (final decision depends on design mock)

* **Services:**

This lists all the services that company provides along with relevant pictures or quoted text and description.

* **Gallery:**

1. Gallery will contain images your project with a title.
2. All images will be categorised based on different projects.
3. You can add any number of images from backend.
4. New categories/projects can be created from backend too.

* **Testimonials:**

1. Every testimonial will list the feedback text, name and designation of the person.
2. You can upload new testimonials or edit existing ones from the backend

* **Contact us:**

1. This page contains details like phone numbers, address, email etc
2. Additionally, a contact inquiry form which will send email to site admin upon submission. Any number of fields can be added according to requirements in this form. Once the form is submitted we don’t send an acknowledgement email but showing a success page is a better option to let user know that their inquiry has been received.
3. Also shows the social icons more prominently here on this page
4. Google map can also be added for office location.
5. **Website hosting and services**

We provide website hosting i.e VPS hosting at the cost of $100/year that includes unlimited emails and unlimited space, but every single email is limited to 1GB of space.

VPS hosting is a virtual private hosting that is much better than shared hosting like godaddy, cheap hosting etc. so we provide VPS hosting cheaper than shared hosting. More clarification for difference between these two hosting types can be provided upon request.

If you want to include the backups, then the total cost would be AUD150/year.

*Choosing a hosting provider is your choice. Either you can go with us or you can choose your own hosting provider and pass on details to us to work with that hosting account.*

**Website Development Phase 2 (Basic SEO)**

1. **Website speed optimization**

Website will be optimized for faster speed according to Google page speed insights as we follow the guidelines provided by them:  
<https://developers.google.com/speed/pagespeed/insights/>

1. **Google analytics**

Google analytics will be setup for the site to monitor the traffic on the website. Analytics provides all sorts of information that admin can need to track the progress of their site. It will cover up the web tracking topic as defined by you.

<https://analytics.google.com/analytics/web/>

1. **Site map submission**
   1. Creating of a site map link as well as visible sitemap page on the website so it helps crawlers to understand the structure of the site whenever they come and scan the site.
   2. Creation of XML sitemap and submitting it to Google, Bing and Yahoo that are only the major search engines today.

*This topic cover up your requirement of traffic booster – submit website to google , yahoo, Bing and others to boost search engine ranking*

1. **SEO plugin configuration**This plugin will allow you to add following to every page on website that is required by google crawlers:
   1. Keywords
   2. Page titles
   3. Page description
   4. Meta tags

This is one of the details on page SEO techniques which cant be perfected in one go. In basic SEO we will not run or define keywords ourselves but we will provide you with a tool in case you want to take it ahead yourself. **If you want to use to take care of keywords, page titles etc, that is a part of Advanced SEO package. We can provide estimate for Advanced SEO package upon request.**

1. **Robots.txt optimization**

This file is used to put filters to the crawlers visiting the website pages. So we optimize it so that we allow only the relevant pages to be visited by crawlers. In this way we are able to maintain a clean record in the Search Engine index.

1. **Image alt tags**

Crawlers are not able to understand what an image is intended for. To make them understand the relevance of image on the page we add an Alt tag in the code for the image that uses the right name for explanation of what that image is about.

1. **Site clean-up**
   1. We delete the unnecessary files/folders on the server that might be left over in development.
   2. Compress the javascript files and css files to improve the loading times that crawlers do love.
   3. Delete the unused image files from the server.

**Project estimate**

Website development phase 1 $1600

Website development phase 2 (SEO) $1400

Hosting per year $100

Backups per year (optional) $50

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Total $3150

**The estimate provided above is the cost based on the structure of the site mentioned above as well as things that will be done for basic SEO. Anything apart from what’s not included in the list will have to be dealt separately. So, we would say it will cost you between $3000-$3400 including any small scope creeps.**