Proposal

Client: Really Cool Awesome Client

Project: Website design and development for Really Cool Awesome Client

Goal: Website design and development for Really Cool Awesome Client that provides an updated, modern design that encourages site visitors to read featured content, purchase subscriptions and engage with Really Cool Awesome Client. The site development will remove the outdated Timber theme with a highly supported Wordpress theme.   The goal of the site development is to make the site, in general, easier to update and maintain through use of a page builder on certain pages, plugins and extra Wordpress documentation/training for Really Cool Awesome Client staff. The website will have a creative and modern design that highlights the work of authors, artists and poets while being highly functional and usable for site visitors.

Design:
Static mockups that will be provided based on wireframes
+ Header (main menu, logo, icons) / Footer
+ Homepage
+ Features (archive) | Poetry/Essay/etc. (post)
+ Reviews (archive) | Review (post)
+ Art (archive) | Art (post)
+ Conversations (archive) | Conversation (post)
+ Author Profile
+ Upcoming Events (archive) | Upcoming Event (post)
+ News (archive) | News (post)
+ Shop (main) | Product (basic) and Product (Issue)
+ Basic page (will apply for About, Contact, Submit, Advertise, Permissions, Terms & Conditions)
+ Search Results

Development:
+ Worpdress theme that is popular/regulary updated/has support (i.e. NOT Timber) with custom child theme
+ Site content migration from old to new website
+ Responsive design for mobile, tablet, laptop & desktop
+ Compatibility for all major browsers (Google Chrome, Safari, Firefox, Internet Explorer IE9 & up, etc.)

Development (Cont.):

+ Compliance with UGA accessiblity standards

+ Make site, in general, easier to update and maintain through use of page builder, plugins and extra Wordpress training

+ Optimize website for SEO (Search Engine Optimization)

+ Optimize website for page performance (i.e. fast load times)

+ Add addtional forms to website (order forms, contributor forms, address change forms)

+ Add auto renew option for customer memberships (plugin)

+ Wishlist feature for Woocommerce (plugin)

+ Newsletter sign up pop-up

+ Allow multimedia posts (video, audio, image galleries)

+ Save content / Reading list option for readers (plugin)

+ Posts will have social share options (facebook, twitter)

Documentation / Training
Detailed written documentation on how to edit & update website
One in-person training session on how to edit & update website

Services NOT Included:
+ Copywriting
+ Videography or Photography

Costs NOT Included:
+ Possible premium plugins (possibly needed for auto renew option with
 customer accounts)

Pricing
Total: **$6,750**

Pricing Structure
Contract Signed: 40% ($2,700)
Mockups approved: 30% ($2,025)
Site Launch: 30% ($2,025)
Extra work requests outside Scope of Work / Needs List: $85/hour invoiced at end of project