# www.SteelStructureGlobal.com Redesign Project Proposal

**1.1 Executive Summary**

LT Steel Structure, established in 2000, is capable of manufacturing large and small steel structure products and sheet metal products and has been supplying many governmental, industrial, and commercial projects all over the world with premium quality products and service. Their operational website - www.SteelStructureGlobal.com requires a Design and technology revamp to keep up with the ever changing and design centric age that we live in.

This proposal outlines all the tasks that Quarter Pie Interactive will implement to renovate the website which then would work on an array of mobile devices with responsive design along with the proposal to implement SEO, use social media marketing and other platforms to promote the website.

Quarter Pie Interactive has more than 10 Years of experience in designing and delivering 300+ websites and CMS solutions to clients across but not limited to US, Europe, Australia and South East Asian markets. With a team of over 20+ creative and professional designers we have been recognized among Top 20 Web Design and Development companies in the New Delhi Area.

**1.2 Scope of Work and Deliverables**

We at Quarter Pie Interactive recommend that we undertake the following activities, the major reason to get the website redesigned is to -   
A. Upgrade to new designs as per the latest UI/UX guidelines.   
B. To add features such as Responsiveness and Multi Language support, we will anyways have to change the code base and technical architecture of the website, it would be more effective that we create a new platform instead of fixing the old one. Based on these considerations and your requirements we propose the following scope of work:

1. Redesign of The website –
   1. New Logo Design
   2. New Page layout and Total redesigning of the current structure (all 15 pages – static with matching UI and UX) along with new color schemes. This new layout will be responsive and will be accessible on all major browsers on mobiles, tablets, laptops and desktops. This is subject to approvals from the client. UI/UX Designs.
2. SEO of 15 Pages
3. Multi Language Support
4. Creation of 5 Ad Campaigns for Facebook / Instagram (subject to design approval from the client)
5. Creation of 5 Ad Campaigns for Google Ad-words
6. 5 Email Campaign (design and dispatch) using Mailchimp Email Services - Emails to be provided by the client.

**1.3 Quarter Pie Suggestions for a better and future ready Web Platform:**

1. **Content Management System** – An admin side of the website that only the website Admin(limited number of users) has/have the access to. Here new products or new sections on the website could be added, updated or deleted as and when required without changing the code i.e. No technical expertise will be required to add/delete/update the content.
2. Auto Replies(SMS/Email) when the contact form is filled.

**1.4 Costs and Commercials**

**The following commercials are based on the scope as described in Section 1.2 of this document i.e. execution of points in section 1.3 has not been considered.**

|  |  |  |
| --- | --- | --- |
| **S. No** | **Description** | **Price in USD** |
| S01 | Creation of New UI Designs based on latest UX guidelines and best practices. The following pages will be designed -  1. Home Page 2. Contact Us  3. About Us 4. Services Page – Like - <https://www.steelstructureglobal.com/services> 5. Page with links to Download Specifications.  6. Quality Assurance Page 7. Replication of these pages as per requirement, a maximum of 9 Pages. | $ 1200.00 |
| S02 | Implementation of these UI Designs to responsive and mobile ready HTML and PHP Pages | $ 800.00 |
| S03 | One Time SEO of 15 Pages | $ 500.00 |
| S04 | Creation of 5 Ad Campaigns for Facebook / Instagram (subject to design approval from the client)  Facebook Ad Credits to be paid by the client. | $ 200.00 |
| S05 | Creation of 5 Ad Campaigns for Google Ad-words  Google Ad words credits to be paid by the client. | $ 100.00 |
| S06 | 5 Email Campaign (design and dispatch) using Mailchimp Email Services - Emails to be provided by the client. Mailchimp account to be procured and paid by the client. | $ 250.00 |

**1.5 Delivery Linked Payment Plan**

|  |  |  |
| --- | --- | --- |
| **Description** | **Milestone and Estimated Time** | **Amount to be paid(USD)** |
| **Payment 1**  At the time of Project Commencement | **Day 0** | **$ 700** |
| **Payment 2**  At the time of Sign off on the UI designs. In this milestone we will deliver all the related PSD files to the client. This milestone will require feedback from the client almost on the daily basis and its completion will depend upon the response time of both the client and Quarter Pie Interactive.  **Scope Points Covered –  S01** | **Milestone 1 Delivery** 7 to 12 days after the project kick off | **$ 1000** |
| **Payment 3** HTML and PHP implementation of the website – all 15 Pages with SEO **Scope Points Covered –  S02, S03** | **Milestone 2 Delivery** 3-4 weeks after M1 Delivery. | **$ 1000** |
| **Payment 4** At the time of Sign off on Ad and Email Campaigns. This milestone will also require feedback from the client almost on the daily basis and its completion will depend upon the response time of both the client and Quarter Pie Interactive. **Scope Points Covered –  S04, S05, S06** | **Milestone 3 Delivery** 2-3 weeks after M2 Delivery | **$ 350** |

**Total Project Value – USD 3050 (Three Thousand and Fifty USD Only).**

**Thus, the total project duration is estimated to be of 9 weeks, which is a rough order of magnitude and the completion within these timelines will depend on the response time of the client during the execution of Milestone 1 and 3.**

**1.6 Final Note**

We would like to thank you for your valuable time you took in going through this proposal and assure the very best of expertise – Technical, Design or Consultation at your disposal during all times of our engagement. We look forward to working together.