

# Ebook Website Proposal (client-facing — 1 week / ₹5,000)

## Scope:

- Full custom website built with **Node.js + Express** and **MongoDB**.
- **Admin panel** to manage products, ebooks, orders and view basic analytics.
- **Modifiable store page** (add/remove/edit items and prices).
- **Digital delivery**: email service to send purchased ebooks automatically.
- **Razorpay** payment gateway integration for instant payments.
- **Image upload** for product images using **Cloudinary**.
- **Deployment** on **Render** (free plan).
- Website opens directly from Instagram ad links (landing/funnel-ready).
- Funnel setup guidance: Instagram ad → dedicated landing page → checkout (Razorpay) → ebook delivery / order confirmation.
- Basic QA, testing, and one deployment iteration.

## Deliverables

1. Working website (store + ebook delivery + admin panel).
2. Razorpay integration and test transactions.
3. Cloudinary-backed image upload (admin + product pages).
4. Email automation to send ebook download links after purchase.
5. Deployed app on Render with a production URL.
6. Short README with how-to (admin, add items, link Instagram ads).

7. 7 days of basic bug-fix support after handover.

### Exclusions / Assumptions

- Content (images, ebook PDFs, product descriptions) will be provided by client.
- Client will provide required accounts (Razorpay with PAN details, Cloudinary, Render). I will guide setup if needed.
- No heavy SEO or long-form blog content included in base price.

### Optional Add-on

- Complete blog + basic SEO setup on the site: **₹3,000** (includes blog templates, sitemap, meta tags, simple on-page SEO).

### Price & Timeline

- **Total (base): ₹5,000** — delivery in **1 week** (7 calendar days) from project start.
- Optional Blog + SEO: **₹3,000** additional.
- Suggested payment schedule:
  - **20% upfront** to start work.
  - **80%** on final delivery.

## What I need from you (immediately / on Day 1)

1. Razorpay account with PAN details (for live payments). Test credentials OK to start.
2. Cloudinary account (API key).
3. Render account (for deployment).
4. Ebook files (PDFs) and product images/descriptions (can be added later, but initial set speeds up delivery).
5. Brand logo + color preference (optional).

# Anticipated FAQ(s)

- **Q: Will the site be mobile-friendly?**

A: Yes — responsive design so Instagram ad clicks render beautifully on mobile.

- **Q: Can we deliver ebooks via email automatically?**

A: Yes — after successful Razorpay payment the buyer will receive an automated email with a secure download link.

- **Q: Any recurring costs?**

A: Razorpay charges transaction fees per payment. Cloudinary and Render free plan have usage limits (I'll advise if/when we need paid tiers).

- **Q: How secure are downloads?**

A: We'll deliver time-limited or obscure links for PDFs and keep files on Cloudinary or protected storage.

- **Q: Can we add more products later?**

A: Yes — admin panel supports adding/modifying items.

# Tech notes / implementation choices (for technical audience)

- Backend: Node.js + Express.
- DB: MongoDB (hosted — Atlas or self-managed; can use free tier).
- File storage: Cloudinary for images and ebook hosting (or S3 if you prefer later).
- Payments: Razorpay Payment Links / Checkout integration.
- Hosting: Render free plan (server + static build).
- Email: SendGrid or SMTP via Nodemailer for transactional emails.
- Frontend: EJS or React (I'll choose EJS for fastest delivery unless client prefers React SPA).

- Security: HTTPS via Render, basic input validation, server-side checks for payment verification.