Proposal for EAC

Website Development

Website design, development and technological solution proposal for EAC by BizMark.

2015

Andras, Bing, Ben, Vivek

BizMark

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From:

Andras V. Cruz-Aedo

Vivek Kumar

Bing Chen

Ben Heller

To:

Ms. Pat Levin

Ms. Nicole Martin

Subject: Proposal for Emergency Animal Clinic of Arizona

We are sending you our proposal for you and your staff to review. We have included all the services and service tiers we will provide to serve you and your clients for many years to come.

We are confident that we have the knowledge, expertise, and understanding to create a web presence which will exceed your expectations. We are also offering you a “money back” guarantee that if you are not satisfied at any time with our work, we will refund your money.

As we stated in our proposal, we will work closely with your staff and will train them so that they will have the confidence and the ability to navigate and maintain the system in-house.

Yours Sincerely,

BizMark Team

PROPOSAL FOR EAC

# EXECUTIVE SUMMARY

Please find below our proposal for website design and technological solutions for Emergency Animal Clinic. See Section I, below, for summaries of products we feel will best meet your needs, along with an estimate of the completion date. See Section II, below, for our offerings, broken down into our three Service Tiers: basic, intermediate, and custom. At the end of each tier, we provide a price quote. See Section III, below, for a brief description of our expectations from EAC should you elect to enlist our services.

# SECTION I: Description of Services

By May 15, 2015, we will deliver your fully functional website. We propose a website with ten pages including a home-page, a “services” page, a “contact” page, an “about us” page, along with six other customizable pages. For example, a page for each EAC location. This ten-page Wordpress website will be fully integrated with up-to-date social media links including Facebook, Twitter, Google+, YouTube, LinkedIn, Instagram, etc. The website will also include plug-ins including live call, map now, embedded twitter feed and other social media posts, photographs, and live chat.

By May 15, 2015, we will provide photography services. Upon the conclusion of our photo shoots, we compile the best images from each “category” (e.g. staff, facilities, building exteriors, in-action operations, etc.) into a portfolio, which we will submit to you. You will have full ownership of these photographs, and will be able to select those you wish to incorporate on your website. Any photographs you opt not to use on the website will be delivered to you for your archives. Our photography packages include full integration of the photos into your website.

By October 31, 2015, we will provide Search Engine Optimization (SEO) and Search Engine Management (SM) services. These services will include in-depth keyword research, keyword traffic analysis, and keyword competition analysis. The purpose is to drive traffic to your website. The amount of traffic directed to your website is the direct product of the amount of time and resources put into SEO. Therefore, the more advanced the package, the more traffic will flow.

By October 31, 2015, we will deliver an analytic report on data derived from the traffic to your website. At an elementary level, data will be collected using Google Analytics, Bing Analytics, Facebook Analytics, and Twitter Analytics, etc. To access advanced data we will create a “Traffic Report” by merging (Google + Bing + Yahoo) analytics, Keyword Position Report, Back-Links Report, and Search Engine Submission Report. Such data can accumulate to hundreds or thousands of pages. We will draft a consolidated report that will break down the data into an understandable medium from which you can continue to grow EAC.

Our offerings of SEO and Data Analytics services combine users social profile data with analysis of user’s online behavior and response to the content. These services will also include in-depth analysis of user’s geolocation, user’s activities analytics, real time user and their social sharing analytics. These will be delivered through customized reports of your choice, depending upon selection of service tier.

# SECTION II: Pricing

## Website Design

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| --- | --- | --- |
| Service Tier | Description | Price |
| Basic | * 4 pages * Social Media Integration | $ 5,500.00 |
| Intermediate | * 7 pages * Social Media Integration | $ 7,500.00 |
| Custom | * 10 pages * Social Media Integration * Additional Wordpress Configurations including live chat, live call, video streaming, twitter feed | $ 10,000.00 |

## Photography

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| --- | --- | --- |
| Service Tier | Description | Price |
| Basic | * 2 photography shoots (4 total hours of photography) * portfolio of stock photographs * photo integration onto website | $ 350.00 |
| Intermediate | * 4 photography shoots (8 total hours of photography) * portfolio of stock photographs * photo integration onto website | $ 500.00 |
| Custom | * 6 photography shoots (12 total hours of photography) * portfolio of stock photographs * photo integration onto website * 2 hour video shoot with clips uploaded onto website | $ 750.00 |

## Search Engine Optimization/Management

|  |  |  |
| --- | --- | --- |
| Service Tier | Description | Price |
| Basic | * In-depth keyword research * Keyword traffic analysis * Keyword competition analysis | $600/month (12 hours @ $50/hr) |
| Intermediate | * Basic services * benchmark current traffic and SERPs (Search Engine Result Pages) * Manual search engine submission * Manual submission to niche directories * Scheduled resubmissions | $1400/month (28 hours @ $50/hr) |
| Custom | * Basic services * Intermediate services * Article submissions * Link-building from niche blogs * Managing reciprocal links * Social media management | $2000/month (40 hours @ $50/hr) |

## Data Analytics

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| --- | --- | --- |
| Service Tier | Description | Price |
| Basic | * Google analytics * Twitter analytics * Facebook analytics | Free |
| Intermediate | * Basic package * Traffic Report (Google + Bing + Yahoo data) merged * Keyword position report * Back-links report * Search engine submission report | $800/month (16 hours @ 50/hr) |
| Custom | * Basic package * Intermediate package * Customizable traffic report * Customized back link report * Customizable search engine submission report | $1400/month (28 hours @ $50/hr) |

# SECTION III: Conclusion

We have found that communication is of the utmost importance in creating a successful partnership. As we discussed at our presentation on March 3, 2015, we hold in high regard our ability to be available to you when you have questions or wish to discuss our progress. We have found that the development process works most effectively when a structure in place. A structure that has worked successfully in the past is for the client (EAC), to appoint a representative. This representative will be responsible for working with us to convey the vision of EAC. We will set up bi-monthly telephonic/in-person meetings with this individual to fill you in on our progress and field any questions you may have.

We like to incorporate the client into the process as we work, especially with website design. Because websites are a visual medium, it is important that we develop the website to your liking. To accomplish this, we will send you draft versions of the website from time to time to gain feedback. This may include providing you with a domain name that EAC can access from a work computer. This way, you will be able to monitor our progress and advise as to elements of the website that you like, and would like changed.

# SECTION IV: Appendix

List of search engines, we envision to improve results:

* Google
* Bing
* Yahoo
* Ask.com
* AOL.com

List of social media platforms, we envision to integrate:

* Facebook
* Google +
* Twitter
* LinkedIn
* YouTube
* Instagram
* Flickr
* Tumblr
* Pinterest