

## Website design proposal

Aug. 2, 2016

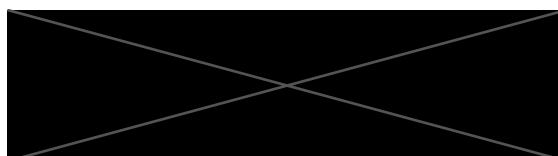
Dear [REDACTED],

Thank you for inviting us to propose a redesign for your website. We're thrilled about the possibility of working with you to bring your brand to life. Like you, we love working with [REDACTED] businesses!

From our conversation, we understand you're looking for a modern, clean, parallax website that's an online gallery for your unique products. At this point, you're not looking for an e-commerce site, but you would like a site that interfaces with [REDACTED]. You need a good contact form and great photography. You're open to a fresh look at your logo and color palette. You'd like to create some content for the site that describes your process. You'd like to build an ongoing relationship with a local web designer with a focus on communication and collaboration. We're confident we can provide solutions to meet all these needs.

We've built a three-tiered proposal at different price points for your consideration. The difference between the tiers includes the amount of unique content and the customization level you're looking for. We've also included ongoing services: a website maintenance package and "mini content ecosystem" including blog, video and social media focusing on topics generated by SEO keyword research. We're happy to customize a solution that works for your needs and your budget.

[REDACTED] encourages our clients to be as self-sufficient as possible in managing the administrative tasks associated with their website. This prevents any so-called "hostage" situations in which we control the master credentials for platforms that maintain the integrity of your site. This means that we will recommend and facilitate third-party services like hosting accounts, SSL certifications and premium plugins, but we will ask you to arrange payment for them separately. We'll walk you through these processes as they arise. We look forward to discussing further at your convenience.



## **Option 1: Semi-custom website only**

- Semi-custom website design including custom homepage and pre-made Wordpress theme.
- Use of existing content, lightly copyedited.
- Style guide.
- Google webmaster tools and analytics set-up.

**Cost: \$2,500**

## **Option 2: Semi-custom website + SEO + content**

- Semi-custom website design including custom homepage and pre-made Wordpress theme.
- Fresh website content such as informal video or infographic about [REDACTED] process.
- SEO services including keyword research, custom title tags, page descriptions and writing all fresh content to SEO keyword specifications.
- Style guide.
- Google webmaster tools and analytics set-up.

**Cost: \$4,000**

## **Option 3: Fully custom website + strategy + SEO + content**

- Strategy sessions to articulate and define branding, messaging and competitive differentiation.
- Communications plan to roll out ongoing content marketing strategy.
- Fully customized, highly flexible Wordpress website with completely unique design throughout.
- Fresh website content such as informal video or infographic about [REDACTED] process.
- SEO services including keyword research, custom title tags, page descriptions and writing all fresh content to SEO keyword specifications.
- Style guide.
- Google webmaster tools and analytics set-up.

**Cost: \$7,000**

## **Ongoing services**

**Mini content ecosystems.** Each mini content ecosystem focuses on a theme based on an SEO keyword or phrase we've identified from SEO keyword research. I'll do a short interview with [REDACTED] about a [REDACTED] recently created on camera and craft the following useful, actionable content assets from it:

- Up to 500 word blog post
- Approximately 2 minute informal vlog interview with intro and outro
- 5 promotional social media posts

**Cost: \$1,000 each**

**Ongoing website maintenance package.** Continued monitoring of SEO and URL redirects as well as updated plugins, Wordpress and theme files. Continuous backups of database and theme files. Annual rewrite of title tags and descriptions.

**Cost: \$250 per month**