To: ██████████████████████

From: Angela J. Holden

Date: January 28, 2018

Re: ██████████.com

Dear █████,

Thank you for asking me to review your materials, and for discussing your new business with me.

It's understood that you'd like a WordPress website similar to ██████████.com and ██████████.com. Each of these sites has a professional look and feel with a clean color palate, graphics and conceptual images. These sites also have prominent lead capture forms on the home page and all inner pages.

Sitemap

- Home – Content provided
  - Banner with lead capture form – I think this is the ideal place for "████████ █████"
  - Overview (section)
  - What We Do (section)
  - Vision, Mission, Values (section)
- About – Content provided
  - Should look like a letter with █████ signature
  - Need business casual image of ████ (I like ████████ photo from ████████████)
- ████████ – Content provided
  - Industries (section)
  - ████████ (section)
    - Need chart/graph
  - ████████ (section)
- ████████ – Content provided
  - Planning
  - Preparation
  - Marketing & Initial Offer

- o █████████ Process
  - o Final Offer
  - o Closing
- Blog – I'll set this up, but it will be hidden until you start to publish articles
- Contact page
  - o Form for lead capture
  - o All pertinent contact information
- Footer – Generally contains any or all of the following:
  - o Copyright information
  - o Links to social media
  - o Contact information
  - o Lead capture form
  - o Newsletter sign-up

Deliverables

1. Style guide to define branding
   a. Logo
   b. Color scheme
   c. Imagery (I will provide)
   d. Typography
   e. UI elements
2. Chart graphic for the █████████ page
3. Home page mockup
   a. This will help determine the overall look and feel for the site
   b. It defines the header and footer
   c. And finally, it shows how the home page is styled
4. WordPress website build
5. Quality control
6. Launch
7. Organic Search Engine Optimization

About the Style guide…

You're a new company, so we need to start with branding. I propose a simple logo and color scheme with one primary color and two accent colors. A style guide will tie the branding together with the website's user interface elements. These are things like buttons, links, typography and images.

About Search Engine Optimization…

I offer basic SEO services. After a site launch, I will ask Google to index your site and monitor its health in Google Search Console. I also start a Google Analytics account and add a tracking code to gather data about your visitors. Every project is built with standards compliant HTML5 code for a semantic, searchable website.

Plugins

Most of the plugins I use are free. I will install the appropriate plugins needed to achieve the desired functionality of the website.

I would, however, like to suggest you purchase a license for a premium plugin called [WP Bakery Visual Composer](). This plugin provides a user-friendly way to style content on WordPress pages without coding knowledge. As a developer, I can style content and pages without this functionality. However, this will limit your ability to make changes, edit content, and create new pages.

Final Thoughts

I encourage my 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 I control the master credentials for platforms that maintain the integrity of your site. This means that I will recommend and facilitate third-party services like hosting accounts, SSL certificates and premium subscriptions, but I will ask you to arrange payment for them separately.

The cost for premium WordPress plugins and extensions are not included in the project cost. A license for premium plugins generally entitles you to one year of support and updates.

I'll walk you through these processes as they arise.

Training

I will provide a website walk-through and training upon completion.

Additional Services

For a flat monthly fee of $250 per month I will provide maintenance and updates for (up to) five hours of per month of content edits. For any request that will take longer than five hours, I'll provide a separate estimate.

Hosting

If you decide to proceed with hosting services, charges will start 30 days after site launch.

- $25 per month or $250 per year
- Hosted on Digital Ocean cloud servers
- Includes SSL certificate to encrypt all traffic
- Includes daily database backups
- Month to month – cancel anytime and I'll provide you with website files and the database within 48 hours

Estimated Cost & Time

- Base Cost: $2,500.00
- Logo Design: $250.00
- Graphic/Chart Design: $250.00
- **My Final Cost: $3,000.00**

Timeframe: 8 weeks – February 5, 2018 to April 2, 2018

Terms: 50% upfront and 50% upon completion. A deposit secures your place on my calendar. Completion is upon approval and launch. Invoices are sent electronically, and payment is due within 24 hours of invoicing.

Thank you!