Proposal & Statement of Work

Project: Martial Apps – Marketing Website
Client: Martial Apps (martialapps.com)
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Budget: 600 CAD (fixed)
Timeline: ~14 business days (Will try to deliver sooner)

1. Project Objective

Martial Apps already has a strong application. This project focuses on creating a **professional marketing website** that highlights the app's value, builds trust, and drives conversions (signups, demo bookings, downloads).

The website will act as the **face of the brand** — making Martial Apps look as meticulous, trustworthy, and professional as the app itself.

2. Scope of Work

- **Modern Frontend (Next.js 15 + Tailwind CSS 4 + shadcn/ui)**
  Sleek, responsive, and optimized for all devices.

- **Core Pages**:

  - Home (hero, features, testimonials, CTAs)

  - Features (benefits explained simply)

  - Pricing (clean tiers linking to app's billing/signup)

  - About (story, credibility, team/mission)

  - Contact (form UI + direct email)

  - Legal (Terms/Privacy stubs if provided)

- **Trust-building elements**: testimonials, client logos, security/compliance notes.

- **Professional UI kit** for consistency across the site.

- **App Deep Links** — seamless CTAs into the existing app.

- **SEO-ready** — optimized metadata, structured headings, sitemap/robots.

- **Performance & Accessibility** — Lighthouse ≥90 desktop, mobile-ready, semantic markup.

- **Deployment** — live on Vercel with preview links for testing.

3. Value for Client

- **First Impressions Matter:** Website positions Martial Apps as a polished, professional solution.

- **Conversion-Oriented:** Clear CTAs (signup, demo, download) to turn visitors into users.

- **Scalable Foundation:** Built with modern stack (Next.js, Tailwind, shadcn/ui) so future features can be added without rebuilding.

- **Search Visibility:** SEO-friendly structure helps bring more organic traffic.

- **User Trust:** Professional design, fast loading, responsive behavior → signals reliability.

4. Timeline (14 Business Days)

- **Days 1–3:** Design alignment, page layouts, brand direction.

- **Days 4–7:** Build Home, Features, Pricing + UI kit.

- **Days 8–10:** About, Contact, Legal + trust elements.

- **Days 11–12:** Testing across devices, SEO/performance optimization.

- **Day 13:** Client review & feedback.

- **Day 14:** Final revisions (1 round), deployment, handoff.

5. What's Out of Scope (Future Phase)

- Backend features (real forms, databases, auth).

- Blog/CMS, multi-language, advanced integrations.

- Copywriting (client provides text/images).

6. Nice-to-Have Add-Ons (Future-Ready Options)

(Not included in this budget, but available as Phase 2 — to grow the website into a stronger sales tool)

- **Blog Module (MDX or simple CMS)** – Publish articles on martial arts, SEO boost.

- **Live Contact Form (with email/webhook integration)** – Capture leads directly.

- **Animations & Micro-interactions (Framer Motion)** – Make the brand look premium.

- **Customer Stories / Case Studies Section** – Showcase real success stories.

- **CMS Integration (e.g., Notion, Contentful, or Sanity)** – Easily update content without dev work.

- **Multi-language Support** – Expand globally with localized content.

These add-ons can be introduced later, allowing Martial Apps to **scale from a professional web presence to a full marketing engine**.

7. Closing Note

By investing in this marketing website, Martial Apps will not only have an app but also a **trusted digital presence** that communicates professionalism, reliability, and growth potential.

This project ensures that anyone who visits martialapps.com immediately understands:

- Martial Apps is **modern and serious**.

- The app is **built by professionals** who care about detail.

- Joining Martial Apps means joining a **trustworthy, well-crafted platform**.