JANUARY,2023

WEB DESIGN & DEVELOPMENT PROPOSAL

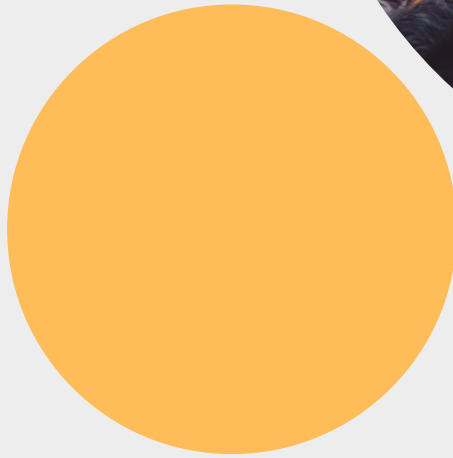Prepared by
Chromatonee

Prepared for
PHOENIX REALITY

INTRODUCTION

PHOENIX REALITY

On behalf of the entire team here at CHROMATONEE, I want to thank you for the opportunity to earn your business as your provider of web design services. There are thousands of companies offering these services that you could have chosen, and yet here we are, with an opportunity to earn your business. I cannot understate how much we appreciate being able to put this proposal in front of you today.

At CHROMATONEE we believe in standing out. We stand out as a web design company by insisting on pushing the boundaries of website performance, and by delivering work of the highest quality on-time and on-budget.

Our mission to stand out doesn't stop with our internal goals. After all, our clients' satisfaction is what keeps our doors open, and helping you stand out is the best way to make sure you're completely satisfied. We're committed to helping your brand stand out in a crowded market, against a sea of hungry competitors.

We've included a lot of detail in this proposal, because I want to make it abundantly clear that CHROMATONEE is the best web design company in business today. You'll find details regarding the functionality of your future website, our web design process, testimonials from past CHROMATONEE clients, and detailed project pricing.

To make things simple for you, this proposal doubles as an executable contract. We've included all necessary terms of agreement at the end, and your electronic signature turns it into a binding project, allowing us to move forward with your web design project immediately.

CHROMATONEE

YOUR WEBSITE

After observing and analyzing your needs we have developed our vision for your website that we feel will greatky improve your overall brandingand help in attarcting more clients which will help you in growing and scaling.

There are a few key features that we'll build into your site, which we feel are important given your needs:

- **FEATURE 1 -**
- **FEATURE 2 -**
- **FEATURE 3 -**
- **FEATURE 4 -**

Our team is proficient in development using every major CMS, including Wordpress, Joomla, Drupal, and Squarespace. Based on your needs, we feel that CMS is the best platform for your website. To ensure consistent reliability and scalability, we'll host your website on GoDaddy.

OUR DEVELOPMENT PROCESS

We take a structured approach to web design. Our development process was created to ensure every project is delivered on-time and on-budget. Once your web design project kicks off, here's what to expect:

INITIAL PLANNING

The first order of business is to sit down with your team and create a detailed set of design and technical specifications. These specifications serve as a roadmap for the rest of the web design process.

Wireframing

Wireframes are your first chance to visualize your website. While they're not nearly as detailed as the final site will be, they give us a visual representation of the site's overall layout.

Mockups

Once all site mockups are completed and approved, we'll proceed with site mockups. These add color and a bit more detail to the initial wireframes, giving us a stronger visual representation of the final product.

Copy & Graphics

Once we've agreed on a final design based on the mockups, our team will proceed with development, kicking off two phases in unison. The first involves creating your site's copy and graphics. Our team will get to work performing SEO and competitive research and come up with the copy and images that will flesh out your final site.

Development

At the same time, we'll kick off the technical side of the web design process. This will include deploying your CMS, creating your custom theme and page designs, and setting up your website's analytics.

Testing

Once our writers, designers, and developers have finished their work, our Quality Assurance team will get to work testing your site's performance and reliability. We'll use various tools to benchmark your site for loading, responsiveness, and speed, while also ensuring that it works reliably on all web browsers and mobile devices.

Deployment & Optimization

Once we're sure that your site is ready to be released to the public, we'll deploy it on your public domain. Then, we'll shift into a monthly support process that will continue for 12 months. During that period, we'll create monthly backups of your site, update scripts and plugins to maintain security and reliability, and perform layout and content updates at your request.

Project Timeline

The table below represents our projected timeline for your web design project.

Milestone	Data reached
Technical & Design Specification Documents	
Copy & Graphics	
Development	
Testing	
Public Launch	

Project Terms

CHROMATONEE will build a website for PHOENIX REALITY according to the description laid out in this proposal. Any additional features, pages, or other changes to project requirements may affect the timeline and costs laid out in the tables above, and will require a separate change order document.

Invoices will be generated on the dates listed in the pricing table above, and are due within 15 days or receipt by [Client.Company]. Payment may be made by wire transfer or credit card. Credit card payments are subject to an additional 2% convenience fee. Payments made past an invoice's due date are subject to a $100 late fee.

All works produced as a result of the above described web design project will become the sole intellectual property of PHOENIX REALITY.CHROMATONEE reserves the right to use visual representations of the final product as part of our project portfolio.

Acceptance

CHROMATONEE

PHOENIX REALITY

SIGNATURE

SIGNATURE

DATE :

DATE :

CHROMATONEE

PHOENIX REALITY

Development Cost

Domain registration and hosting: **5000 rs/-** (Domain+Hosting)
Design and development: **40,000 rs/-**
Content creation:As per Requirment
Ongoing maintenance and updates: As per Requirment

Total - **45000 rs/-**

Digital Marketing

SEO – Search Engine Optimization	3 Months	Rs 12,000/- for 3 Mont
Local SEO	3 Months	Rs 6,000/- for 3 Months
SEM – Search Engine Marketing	As required	As per the requirement
SMO – Social Media Optimization	3 Months	Rs 14,000/- for 3 Months
SMM – Social Media Marketing	As required	As per the requirement
ORM – Online Reputation Management	3Months	Rs 6,000 for 3 Months

Points to be noted:-

1. SEO for Searches in Search Engines and the package will be applied for single search engine only

2. Local SEO includes local business listing and searches in Maps

3. SEM is advanced SEO and will be applied through Payable methods and the price will be counted apart from the project work

4. SMO is the availability of businesses in most common social media platforms and it depends on the type of business

5. SMM is the advanced SMO carried by Payable methods and the price will be counted apart from the project work. Price is negotiable

6. ORM is the checking of your business's reputation in local as well as in broader aspects