



Web Design & Hosting Proposal

Sent December 5, 2018
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FROM

David J. Unger

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Chicago, Illinois

United States

TO

Marie Cusick

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Context and Objectives

Marie Cusick is award-winning journalist with a background in television, radio, and digital reporting. In order to better showcase her extensive work, she is looking to redesign and rebuild her portfolio website.

The goal of the website is to help Marie:

1. More cleanly and clearly showcase and archive Marie's journalistic work
2. Attract future sources and employers

To achieve those objectives, David will be in charge of:

- Building and customizing a new website based on the [Jekyll Paper](#) template.
- Setting up a [CloudCannon](#) Content Management System
- Deploying the site live to the World Wide Web
- Training Marie to update the content

The final deliverable for this project will be a fully functional website.

Timeline

The proposed timeline for this project is roughly **6 weeks** split in 3 phases:

Phase 1 (3 weeks): First draft

This phase includes: setting up the template, copying over photos and content, making any necessary customization to the template, sending prototype to Marie for review

Phase 2 (2 weeks): Final draft

This phase includes: any tweaks additional customization, finishing touches, CMS set up, basic Search Engine Optimization, sending final draft to Marie for review

Phase 3 (1 week): Launch and training

This phase includes: final tweaks and customization, 30 min - 1 hour phone session to go over using the new website cms, fixes for

immediate bugs, etc.

Fee Summary

ACCEPTED

Basic Web Design Package

\$250.00

I will set up and customize a new basic website based on the Jekyll Paper template. This package includes:

- Setup and customization of new 1-5 page website based on Jekyll Paper
- Responsive layouts for viewing on mobile, tablet, and desktop
- Transfer of content (text + images) from old site to new site
- Up to 2 rounds of revisions
- Basic Search Engine Optimization
- Google Analytics integration for tracking web traffic
- Deployment to my own web hosting or another service of your choice
- Up to 10 hours of bug fixes, basic support, or minor design tweaks for first 3 months after launch

ITEM NAME	UNITS	RATE (USD)	TOTAL
Basic Web Package	1.0	\$500.00	\$500.00
Awesome friend / kickass journalist discount	1.0	-\$250.00	-\$250.00
Total			\$250.00

1 Year Basic Web Hosting**\$70.00**

For maximum convenience and ease-of-use, I can also host your website for a monthly fee of \$7 (+ 2 months free!). At the end of the year, you can cancel the hosting or renew it at the same discounted rate. This package includes:

- Unlimited traffic
- Unlimited SSD (Solid-State-Drive) storage
- SSL Certificate (for https)
- 100% uptime
- Use existing domain or we can find a new one
- CloudCannon Content Management System for updating content
- Up to 2 hours per month of basic support, bug fixes, or minor design tweaks (i.e. if something breaks, isn't working right, or looks bad I'll fix it)
- Quarterly Google Analytics report for measuring web traffic

ITEM NAME	UNITS	RATE (USD)	TOTAL
1-Year Basic Web Hosting	12.0	\$7.00	\$84.00
Awesome friend / kickass journalist discount	2.0	-\$7.00	-\$14.00
Total			\$70.00

Why Me

I have been developing websites, print materials, and communications strategy for two departments at Northwestern University for over five years now. In that time, I have custom-designed a [Wordpress website for the school's voting initiative](#), [posters for a Chicago-style hot-dog give-away](#), and [branding guidelines for an internships program](#), among many other projects. I am proficient in HTML, CSS, JavaScript, MailChimp, Git, Wordpress, and the Adobe Creative Suite.

You can view my design portfolio [here](#).