Unshifted Bit Development

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Hoosier Doggie Daycare & Boarding,

Thank you for your time last Tuesday and the interest you have shown us. On the following pages, I have outlined two options for creating your online business presence.When you get a chance, please review and let me know if you have any questions or comments. I’ll touch base with you on Friday if I haven’t heard back by then.

Thank you,

Garrett Burton

**PROJECT OVERVIEW**

Currently your business does not have an online presence besides a Facebook page (facebook.com/hoosierdoggie). Using Facebook is a great way to connect to your customers directly, but it can limit exposure to new customers. Also while Facebook is a great place for users to find your business it becomes a barrier to non facebook users. I am offering a completely customizable and unique homepage to act as your business online presence.

Our main focuses:

* Mobile Friendly
* Easy Navigation
* Services
* Hours
* Contact Information

A good reference for what a business homepage for you could look like can be found here: https:/hoosierdoggy.com/.

**PROJECT OPTIONS**

Below I have listed two possible options for your homepage build. Each option will include a custom [www.domain.com](http://www.domain.com) name of your choosing. If more features such as online booking or online sales is needed a third option can be created.

Option 1: Basic Build

* Single Page Design
  + All information will be displayed on a single URL. An example structure would be:
    - Quick Contact Information
    - Welcome Banner (Displays images along with important updates or information)
    - Services Offered
    - About The Business
    - Footer (quick links to social medias along with contact information)

Option 2: Premium Build

* Multi-Page Design
  + This includes option 1 as your homepage, but will also give you the ability to include more than 1 page. An example would be having a separate page to describe your services in a more detailed manner or include a gallery of recent images.

Additional Services such as monthly maintenance, photo editing, online booking, email list, etc can be requested at any time for an additional cost.

https://www.hoosierdoggy.com/ as an example.

Option 1 would include the initial page, while Option 2 would include the initial page along with the additional pages seen at the top navigation bar.

**TERMS AND CONDITIONS**

I never assess an hourly or daily fee, since you should not have to make an investment decision every time my assistance may be needed. This is a unique feature of my web development business. I am offering discounted rates during this time.

The pricing for each option is as follows:

Option 1:

$250 (Two week turnaround time)

Option 2:

$350 Starting (Total cost and turnaround around time dependent on features)

Fees must be paid in full at the beginning of each design.

You may upgrade, downgrade, or cancel your selection at the beginning of any period.

You can avail yourself of a 10% discount by paying in advance for a block of three months of retainer maintenance.

My work is guaranteed. If at any point in our ﬁrst 30 days you decide that I am not meeting the standards described herein, just request a refund and I'll send your money back, no questions asked.

This proposal is good for 14 days from the date on page 1.

Please check the option you prefer and sign below:

Option 1 \_\_\_\_\_\_ Option 2 \_\_\_\_\_\_

Name: Garrett Burton Name:

Signature: Signature:

Date: Date: