



Project Quote – 2nd June 2023

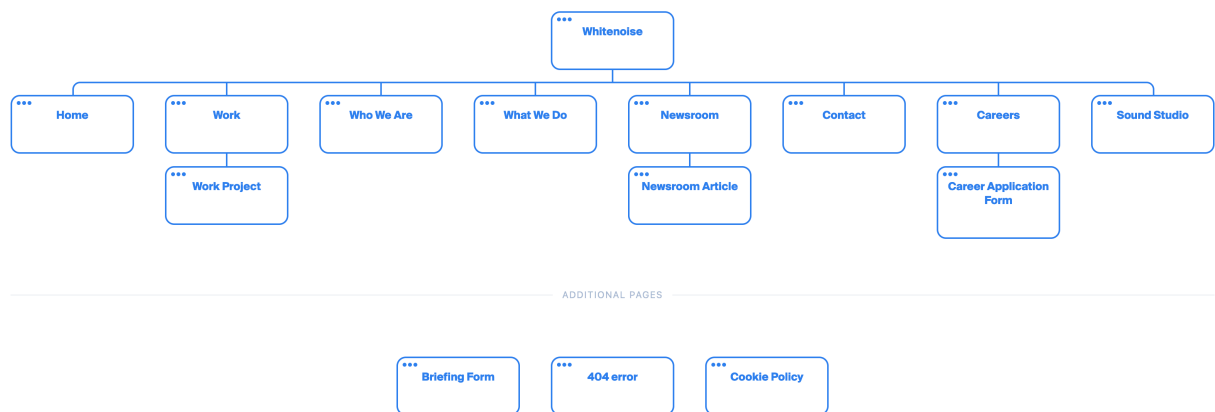
# Whitenoise Website Build

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# Overview

Based on designs prepared by Whitenoise, I will be providing the front and backend build of the new website, including an admin built with Craft CMS allowing user-managed content in predefined areas of the site.

## Structure



Website consists of 14 pages, structured as shown above and listed below:

1. Home
2. Work
  - 2.1. Work Project
3. Who We Are
4. What We Do
5. Newsroom
  - 5.1. Newsroom article
6. Contact
7. Careers
  - 7.1. Career application form
8. Sound Studio
9. Briefing form
10. 404 error page
11. Cookie Policy (or general policy page, user created based on a dynamic template).

# CMS Functionality

Using Craft CMS I can create a completely bespoke system, catering specifically to your needs and allowing as much scope for editing content as needed.

Craft is a reliable and compact system, with excellent security measures and a reputation for fast loading-speeds and high-quality user systems. It requires a license for use, but provides 1 year of updates and excellent customer support. Additional updates are charged year by year and recommended.

In terms of what can be managed in the site admin, I would suggest the following:

## Global features

- Contact information including locations, this will appear in both the main Contact page and the site footer
- Hero images and text content
- Announcement bar (page top), control of text and button location (internal links only)

## Home

- Text content in hero area and introduction
- Selection of up to 5 featured Work projects, top featured project determined by selected order
- Client logos

## Work

- Add, edit, reorder and delete work projects for main Work page
- Ability to upload image, animated gif or video for project thumbnails
- Buildable project page from a set of content blocks which can be reordered, edited and deleted as needed. Content blocks to include:
  - Text, image, video, slideshow (two variations), gallery, block quote and statistics
- Suggested projects at page bottom (TBC if determined by project order i.e. previous/next or randomly selected)

## Who We Are

- Introductory text
- Team members, to include image, name and role, plus alternative versions for "Weekend mode"
- "Weekend mode" feature to include an animation plus loading of alternative images and roles

## What We Do

- Ability to add, edit and delete services, including title, accompanying text and related link or PDF

### **Newsroom**

- Similar to work projects, admin users will be able to build and customise news articles using a set of content blocks

### **Contact**

- Business locations will be managed in the Globals area of the admin, and appear both in the main Contact page itself and the site footer

### **Careers**

- Ability to edit introductory text and “What we offer” list
- Add, edit and delete career posts
- Predefined set of key career points e.g. position, location etc
- Buildable role description allowing user to add blocks of text as needed
- Career posts will auto hide from frontend based on closing date

### **Sound Studio**

- Editable introductory text
- Ability to upload sound files, with accompanying title, description and optional thumbnail
- Image gallery
- Add, edit and delete Sound studio services, with accompanying title, pricing and description
- Client logos (specific to Sound Studio projects)

### **Briefing Form**

- A standalone page not accessible via the main navigation, the admin user will be able to create a Briefing page based on a predefined template and custom build a form within it based on specific requirements

### **SEO**

Craft takes care of some meta data for SEO purposes automatically, but the admin is built with the capability to edit key meta data such as title, description and OG image for every page. Dynamic pages such as Work projects and Newsroom articles will use the thumbnail or featured image for the OG image, unless overridden by the user.

*The scope of what can be managed via the admin is entirely down to your requirements – every area on the site can be made editable if desired.*

Craft also allows for the storage of and easy access to any contact submissions through the contact forms on the site, as well as providing excellent spam prevention tools.

# Frontend Functionality

Frontend functionality will include:

- Filtering and search of Newsroom articles
- Newsroom articles pagination
- Contact form, career application form, briefing form, sound studio form and mailing list signup
- Lazy-loading of media content throughout to combat slow page load times due to heavy load of imagery and videos
- "Weekend mode" feature

**As standard, the site development will also include:**

- Full responsive build, allowing for optimal viewing across a range of devices and screen sizes
- Standard SEO to ensure good Google search results
- Testing across multiple devices and browsers

# Useful Information

## Process

Based on a timeline which we can discuss separately, once you approve this quote, sign your contract with me and pay your initial deposit, I will begin with the frontend build – in this stage I build out the structure and styles of the pages based on your provided designs. Once completed, I move on to the backend stage, in which the admin areas are built and incorporated into the page templates.

Once the build has reached a certain point, I will provide a development site in order for you to review and give your feedback, as well as begin adding in your content and media. I can also provide training in the use of the admin to any staff members you feel could benefit from it.

When approved and completed, the site will then be moved live. I am happy to provide advice on your hosting plans and will speak further with you regarding emails etc.

## Additional Costs

### Craft License

As mentioned, Craft CMS requires the purchasing of a license when building professionally for a client. Part of the reason for this is the separation of areas of the site that the client should not edit, as well as allowing multiple users to access the system under individual user accounts, which is key when used by a large team. The license will cover you for a full year, after which there is a yearly renewal fee.

### Plugin License

In order to facilitate the ability to build custom forms for your briefing pages, as well as to allow drag and drop functionality and to ensure the best possible spam prevention, I recommend using the Freeform plugin. Pricing will be listed in the table below.

### Content (optional)

While the system will be built in order to allow you management of your website's content, I understand that time constraints within businesses sometimes make this stage much longer. I am available to add your site content after the build is completed, and charge this at my hourly rate of £38.50/hour.

## Pricing Breakdown

Service	Cost
Frontend development	£2500
Backend development	£2750
Craft CMS license fee	£250
Freeform plugin fee	£120
<b>Total</b>	<b>£5620</b>

Payment is handled in either two or three stages: 30% deposit to begin work, 30% on approval of all designs (where applicable) or a further 30% for long running projects, and the remainder once the site build is completed and work required by me is finished (this does not include adding of content).