

## **Proposal for Shopify Ecommerce Website Development**

Below, you will find a detailed outline of the services offered and the scope of work involved.

### **Scope of Services**

#### **1. Shopify Account Setup and Configuration**

- Creation of a new Shopify account
- Initial setup and configuration of the account

#### **2. Theme Selection and Customization**

- Assistance in selecting the most compatible theme for brand
- Customization of the website based on the selected theme

#### **3. Shopify Store Build and Customization**

- Build and customize the store using a premium theme
- Visually appealing and user-friendly design reflecting the brand
- Integrate third-party apps and build custom plugins

#### **4. Website Development**

- Development of a fully responsive Shopify store
- Mobile responsive design

#### **5. SEO Optimization**

- On-page SEO optimization to improve search engine visibility

#### **6. App Integration**

- Integration of Shopify apps for required purposes.
- Apps for language, review, live chat, currency, subscription, sales boost, tracking, upsell, and cross-sell

#### **7. Payment Gateway Setup**

- Configuration of secure payment gateways

#### **8. Legal Pages**

- Creation of essential legal pages: Terms of Service, Privacy Policy, Refund Policy, and Shipping Policy

#### **9. Social Media Integration**

- Integration with social media platforms
- Social media sharing features
- Instagram, Facebook, LinkedIn, TikTok, and YouTube accounts will be created.

#### **10. Domain Integration**

- Integration of domain with the Shopify store

#### **11. Newsletter Integration**

- Integration with email marketing platforms like Mailchimp or Klaviyo

#### **12. Product Collections**

- Organization and setup of product collections

### **13. Site Speed Optimization**

- Optimization to ensure fast loading times

### **14. In-depth Niche/Supplier Research**

- Research to identify the niche and develop the site according to that research.

### **15. FB Pixels Integration**

- Setup of Facebook Pixel for tracking and analytics

### **16. Unlimited Revisions**

- There will be free revisions for 30 days following the delivery.
- Any subsequent tasks will be addressed within 24 hours and will be priced at \$7 per hour.
- A one-hour panel training session will be provided upon delivery.

## **Fee Structure**

The total fee for the complete development and customization of your Shopify store, including all the services listed above, is **\$600**. (Premium theme fee is not included)

- The website will be delivered 30 days after the initial payment is received.
- Rest of the payment should be sent after the delivery.

## **Payment Terms**

- 50% upfront payment upon acceptance of this proposal.
- 50% upon completion and delivery of the project.

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