



PROPOSAL FOR WEBSITE DESIGN,
HOSTING, IT SUPPORT, SECURITY,
TRAINING AND MANAGEMENT

Hosttor Inc, <https://hosttor.com>

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PROPOSAL FOR WEBSITE DESIGN, HOSTING, IT SUPPORT, SECURITY, TRAINING AND MANAGEMENT

Dear Sir,

Thanks for taking the time to meet with me and share your vision for your new website project. I enjoy the company of passionate entrepreneurs and would be enthused to partner with you.

In this proposals, I try to ensure that I address each of your needs with a solution. From our discussions, these are the list of your needs that seem to have emerged and are the most important to solve for you:

- Re-develop a conversion focused web strategy to promote your business.
- Re-design your website so it is professional, engaging, and matches your brand vision.
- Train you and your staff how to manage the site.
- Timely turnaround and reasonable budget.
- Sir, please let me know if these issues are in alignment with your concerns. After you go through the proposal, let me know where you would like to go from here.

Warmest Regards,

.....

Signature

PROJECT SCOPE OF WORK AND DELIVERABLES

0.1 PLANNING

Your website begins with a thorough, up-front process of discovery. Through interviews and surveys, we develop a series of deliverables that allows us to work efficiently through the duration of production.

Your projects success depends on a solid foundation, this work is crucial.

0.1.1 DELIVERABLES

- Project setup
- Timeline and milestone setup
- Business objectives survey
- Design objectives survey
- Ideal customer profile brief
- Conversion workflow
- Sitemap

0.2 CONVERSION CONTENT

Your website needs to convert traffic into qualified leads. We will help develop and refine your sales letter and site layout into several deliverables that will be used to convert traffic into leads.

0.2.1 DELIVERABLES

- Sales letter development - Homepage, Services, Products, About, and Contact Us
- Content download opt-in's - Customer opt-in, Vendor opt-in
- Auto-responder series - Customer focused 6 part email series, Vendor focused 6 part email series

0.3 ADDITIONAL CONTENT

To the primary conversion pages that we are helping you with. We will help you organize and load this content into the content management system when ready. You will have the ability to change content in our system as often as you like, but we will provide the initial proofing and loading of up to twenty pages.

0.3.1 DELIVERABLES

- Content inventory
- 2 Rounds of professional proofing
- Load content into CMS and format
- 2 Rounds of on-site revisions to content layout

0.4 SEARCH ENGINE OPTIMIZATION

In addition to your website needing to convert visitors into qualified leads, your site needs to attract more qualified traffic. We accomplish this by optimizing your websites content for a basket of relevant, traffic-rich keywords.

0.4.1 DELIVERABLES

- Competitive benchmark three three top competitors
- Keyword research, target top ten ten opportunities
- Optimize page titles
- Meta descriptions
- SEO copywriting or text optimization
- Image optimization
- Google XML
- Robots.txt

- Optimize 3 locations. Google Local, Bing, Citysearch, and Yelp profiles.
- One round of review and revisions per profile

0.5 DESIGN

We will create a custom website design based on your branding, colors, functionality requirements, and best usability practices. Your design will be unique to your company and setup for maximum conversion.

Your website will consist of a combination of convention and creativity to make sure that your visitors can find the content they need and inquire about your services. We design and code to the highest of standards and always keep up with industry trends.

0.5.1 DELIVERABLES

- 2 Custom moodboard concepts
- 1 Custom website design concepts (based on moodboard feedback)
- 2 Rounds of revisions
- Templates and interface code for: Homepage, Inside pages, Standard page elements (headers, paragraphs, images, videos, links, etc) and Form elements
- Cross-browser tested in Internet Explorer, Firefox, Safari, and Google Chrome

0.6 MOBILE DESIGN

Visitors browsing your site from other device types account for up to 20 percent of your website traffic. We will create a separate mobile and tablet design of your site that will make browsing from these platforms an enjoyable experience. We will accomplish this by making your site responsive to various browser sizes.

0.6.1 DELIVERABLES

- 1 mobile concept
- 2 rounds of revisions
- 1 tablet concept
- 2 rounds of revisions
- Device testing - iPhone, iPad, Android, and Blackberry

0.7 WEBSITE

We will create your website with about thirty pages. Content will be created and provided by you. Content can range from text, pictures, galleries, PDF, PPT or DOC downloadable files, embedded video, forms, and any element supported by our Platform. All of our websites include dynamic menus as well as sitemaps to control site navigation.

CUSTOM MODULES: We will create the following custom modules as part of your website... Forms: contact us, customer feedback, and franchise opportunity; all form data will automatically be collected in our database

Blog/News: you will be able to post new content and articles; your blog will include an rss feed, categories, and an archive; comments are optional; your blog will be integrated directly into your website; your blog supports categories, tags, and rss; we will implement Facebook comments for additional shareability of blog content

Homepage Hero: we will use mobile compatible technology (jQuery) to create an innovative homepage hero slideshow so that you can feature new products or information; each slide will have the following assets: title, subtitle, short description, link, image or video;

Locations: we will create a dynamic content database that will serve as location "landing pages"; each location will have the following assets: name, short description, full description (HTML-enabled), primary image, supporting images (up to 10), address with Google Map embed, directions, hours, services (up to 10 checkbox fields), phone number, email contact; we will create a "reviews" app that will add the ability for web visitors to rate their

experience at a specific location - this information will be pushed to Google Reviews for higher local search placement;

0.7.1 DELIVERABLES

- Fully functional website
- Google Analytics install
- Google Webmaster tools setup

0.8 EMAIL MARKETING

Create one branded newsletter template. Setup three email marketing list that will have an easy signup via the website for news and special offers. At the point of every purchase or inquiry the customer will be prompted to add themselves to this marketing list.

0.8.1 DELIVERABLES

- 1 Custom email marketing template

0.9 SOCIAL MEDIA SETUP

We will integrate social media widgets into the site in the appropriate places. Additionally, we will customize your various social media properties to have a consistent look and feel and desired functionality.

0.9.1 DELIVERABLES

- Facebook commenting on-site
- Social media links
- Social sharing ("like" and share buttons)
- Twitter feed and hashtags for product/service page feeds
- Facebook tabs for opt-in and products/services

- Facebook and twitter RSS tie-ins
- Customize Facebook page icon and cover image
- Customize Google Plus page
- Customize Twitter page design
- Customize Foursquare page icon

0.10 COMPLETION

Before your website goes live we will do a quality assurance review of each web page to make it meets scope specification. Also, we will help you transfer your DNS to point to your new website. Finally, we will provide a thirty day warranty period from the day the website goes live to make sure the website meets your specifications.

0.11 TRAINING

Included in this initial project will be three hour system webinar trainings covering the following topics:

0.11.1 DELIVERABLES

- Basic website management and blog
- Custom Modules and Plugins
- Email Marketing
- Analytics

Each of these trainings will be recorded and presented for future use. Additional screencast trainings might be delivered to support specific processes included in your website project. Sometimes pre-recorded videos or documentation are opted in place of webinar trainings for certain backend processes.

0.12 ONGOING TRAFFIC GENERATION - OPTIONAL

0.13 SEARCH ENGINE MARKETING

We will use a combination of tactics based on a core strategy of content generation to increase the traffic to your site. This ongoing campaign will be driven from a quarterly strategy outline followed with 3 months of tactical implementation. Each quarter we will review strategy and implement changes as necessary.

0.13.1 DELIVERABLES

- Define goals
- Brainstorm and keyword discovery
- In-depth keyword research
- Competitive analysis
- Local listing submission and optimization
- Google, Yahoo, Bing, and others
- Industry specific directory placement
- Competitive link building
- Link bait development
- Blogging and PR submission
- Local business directories
- Social media optimization
- Retainer at market rate per hours per month

0.14 SOCIAL MONITORING

We know that you and your team are the best resource to interact with your customers and fans in an authentic way. Our ongoing Social Monitoring service allows for us to handle the "low hanging" engagement and to listen and notify you for when and where it is time to engage.

0.14.1 DELIVERABLES

- Find and manage Twitter followers
- Provide minimal "generic" content to supplement internal content
- Manage "generic" conversations
- Facilitate conversations that require your input
- Monthly report, measures and recommendations (conf call)

0.15 SOCIAL MEDIA TRAINING

Social media is a very important part of your online ecosystem. We believe that by training your team to utilize social media better, your online presence will be more effectively utilized. We have a 4 part training series that is custom tailored for your organization and amounts to about thirteen hours of in-depth training for your team.

0.15.1 DELIVERABLES

- Initial consultation and strategy session (two hours)
- Training phase 1: Facebook and Google Plus (three hours)
- Training phase 2: Twitter (two hours)
- Training Phase 3: Linked-in, Youtube and Foursquare (three hours)
- Training Phase 4: Pulling it all together (three hours)

0.16 CONVERSION OPTIMIZATION - optional

0.17 POST-LAUNCH ANALYSIS AND ITERATIONS

Once your new Online Business is live and we are collecting data on how visitors use the it, then it is time to improve the experience. Following the launch, we will do monthly assessments with recommendations and implementation to increase the opt-in and conversion rates for booking and engagement.

0.17.1 DELIVERABLES

- 3 monthly assessments
- 6 monthly assessments
- 6 monthly assessments

Note: Up to 3 hours of labor per assessment for improvements

0.18 PHOTOGRAPHY

It is important to develop original photography that provokes a strong emotional response about your services. Our approach to photography is to conduct half day or full day photo shoots that yield a "package" of images that can be used for not only your website but all aspects of your Online Business: social, email, and review sites.

0.18.1 DELIVERABLES

- Half-day, single location (or)
- Full day, up to 3 locations in the area

0.19 VIDEO

We know that video is a powerful storytelling tool for your Online Business. We have a variety of different approaches to take for building out video assets based on objectives and budget.

Compilation Video (photo montage):

0.19.1 DELIVERABLES

- Up to 30 seconds in length
- Up to 8 client provided or stock/still images
- Professional voice over narrative
- On screen typography
- Royalty-free music
- End slate (business info)
- 10 day turnaround

Enhanced Compilation Video (photo montage):

0.19.2 DELIVERABLES

- Up to 30 seconds in length
- Enhanced visual effects and editing techniques (shimmers and pixie dust, etc)
- Up to 8 client provided or stock/still images
- Professional voice over narrative
- On screen typography
- Royalty-free music
- End slate (business info)

- 10 day turnaround
- 1 round of revisions (5 day window to receive revisions)

Original Content Video - Business Profile (On-location shoot):

0.19.3 DELIVERABLES

- Up to 90 seconds in length
- Full motion original footage (HD)
- On-camera interview of one individual
- Up to 2 hours on location filming
- Selected footage of client's place of business interior and exterior environment
- Professional voice over narrative (if applicable)
- On screen typography
- Royalty-free music
- End slate (business info)
- On-site filming and interview scheduled within 5 days of order
- 10 day turnaround
- 1 round of revisions (5 day window to receive revisions)

Experts on Call Interview Video (On-location shoot):

0.19.4 DELIVERABLES

- Up to 60 seconds in length
- Full motion original footage of interviewee showcasing expertise on topics relating to the business (HD)
- Supplemental product with OCV Business Profile

- Up to 2 hours on location filming for stand alone, or included with footage captured at same location during filming of OCV Business Profile
- 3 maximum when included with OCV Business Profile shoot
- On screen typography
- Royalty-free music
- End slate (business info)
- On-site filming and interview scheduled within 5 days of order
- 10 day turnaround
- 1 round of revisions (5 day window to receive revisions)

Original Content Video - Testimonial (On-location shoot):

0.19.5 DELIVERABLES

- Up to 90 seconds in length
- Full motion original footage video (HD)
- On-camera interview of one individual
- Up to 2 hours on location filming
- Selected footage of client's place of business interior and exterior environment
- Professional voice over narrative (if applicable)
- On screen typography
- Royalty-free music
- End slate (business info)
- On-site filming and interview scheduled within 5 days of order
- 10 day turnaround
- 1 round of revisions (5 day window to receive revisions)

0.20 ADDITIONAL CONTENT

We know that you will want additional content about your business on your website than what we are developing. This might include additional pages, blog entries, imagery, frequently asked questions, and documents. We support and encourage this content to be created and added to your website.

Our disclaimer is that this content development or entry does not hold up the project process or our project milestones. Payment must not be withheld due to this content.

Table 1: PROJECT INVESTMENT

Deliverable	Timeframe	Cost
Planning	1 week	2,000.00 USD
Conversion Content	3 weeks	Request Quote
Additional Content	2 weeks*	Request Quote
Search Content	2 weeks	Request Quote
Design*	3 weeks	50,000.00 USD
Mobile Conversion*	2 weeks*	1000.00 USD
Pages, code, setup	1 week	Request Quote
Form	1 week	Request Quote
Blog or News	1 week	Request Quote
Homepage Hero	1 week	Request Quote
Locations	1 week	Request Quote
Email Marketing Template	1 week*	Request Quote
Social Media Setup	2 weeks*	Request Quote
Completion, Quality Assurance, Request Quote	Warranty	4 weeks
Website Security	1 week	Request Quote
Training@ 250.00 USD Per Hour	6 Month	Request Quote
Total	–	120,500.00 USD
Total Invoice Due	–	120,000.00 USD

Table 2: OPTIONAL DELIVERABLES

SEO - Monthly Retainer *Phase begins after site launch	Request Quote
Social Monitoring - Monthly Retainer *Phase begins after site launch	Request Quote
Social Media Training	Request Quote
Post-launch analysis	improvements
Request Quote	
Photography (Half/Full Day Shoot)	Request Quote
Video (per deliverable) Compilation, Enhance Compilation	Request Quote
Business Profile	Request Quote
Experts on Call Interview (requires Business Profile)	Request Quote
Testimonial	Request Quote

* These phases happen concurrently with others

0.21 ADDITIONAL BILLABLE

Unplanned components, ideas, revisions, and project scope happen - when there is an unexpected event that will incur a cost.

We will notify you ahead of time and will not produce unless we receive clear approval for increased budget and timeline.

Hourly rate: 99.99 USD per hour, billed to the quarter of an hour through our online billing and desktop hour tracking software.

However, most additional projects and/or project modifications will be scoped and bid on fix-price basis.

0.22 METHODOLOGY

0.22.1 How it Works

Lets start off by looking at the steps we'll be taking to get your project from start to finish.

- Discovery - through a process of surveys and meetings we'll gather all the information we need to have the best understanding of your business and goals.

- Architecture - just like a building, a website needs a solid blueprint. Together we'll determine the best way to organize your website and sketch out a rough outline.
- Content - with a solid blueprint in place it will be your job to collect, organize, edit, and deliver to us content for each page of the website.
- Design - at the same time you are working on content our team will be creating non-functioning comprehensive layouts showing possible design directions.
- Development - with all the necessary architecture, content, and design elements in hand we'll create the first working version of your website.
- Launch - getting your website "go live" ready will inevitably require several rounds of revisions and polish. Once the website is ready, we'll go through the final launch checklist.
- Warranty - your site is now live! Over the next several weeks our team will be training you on how to manage the website and helping you solve any issues.

0.23 Communicating Effectively

- During your project communication will be non-stop with emails, phone calls, and online meetings. Here is how we make it happen.
- Email - sales@hosttor.com is the only email you need to remember. Everyone here regularly checks this account and the person best suited to reply will always do so quickly.
- Phone - (800) 899-5463 is the direct line of your project manager, Aaron Bello. Your calls are always welcome between 8am and 5pm EST, Monday through Friday.
- Meetings - we use app for online meetings to review milestones and deliverables. Make sure you have the software installed before our first meeting.

0.24 Hosting

When you are paying monthly fees for web hosting, email marketing. With hosttor you can spend much less, while getting much more. We offer an integrated system that runs all of your Online Business in one place while growing your database automatically.

Table 3: OPTIONAL DELIVERABLES

Hosting Features	Detail
PACKAGE	Dedicated Server Pro
MANAGEMENT TOOLS	Control Panel
STORAGE	50MB of storage space for all your data
BANDWIDTH	50MB of monthly hosting bandwidth
NEWSLETTERS	50 email newsletters per month

Table 4: INVESTMENT

Detail	Description
TERMS	Hosttor offered on a month-to-month basis with no long term co
RETAINER	Ninety nine dollars and ninety nine cent (250.00 USD) is the ongoing monthly fee

0.25 HELPDESK AND EDUCATION

We want you to get the most out of your website. For this to happen, you must be asking questions and continually learning. We offer an assortment of different training, education, support, and helpdesk products and agreements.

Table 5: PHONE HELPDESK - Optional

Detail	Description
TERMS	One unlimited helpdesk support. Helpdesk does not include design or developmen
RETAINER	250.00 USD is the ongoing monthly fee for unlimited helpdesk support.

Table 6: PROJECT AGREEMENT

Hosttor, Inc.	Exanple, Inc.
71 Commercial Street, Boston, MA 02109 Email: sales@hosttor.com http://example.com	123 Light Street, Boston, Massachusetts 02109 info@example.com http://hosttor.com

0.26 INVOICES

is due upon receipt of invoice. You may not withhold any amounts due and we reserves the right to cease work without prejudice if amounts are not paid when due.

0.27 PAYMENT

Payments are due upon completion of deliverables. If you delayed the execution or performance of a deliverable we reserve the right to make payments due upon the estimated due date.

Table 7: PROJECT AGREEMENT

Deliverable	Amount (USD)	Estimated Due Date
Estimated Due Date	120,000.00 USD	01/01/2016

0.28 TERMS AND CONDITIONS

This website proposal incorporates the website proposal terms and conditions provided online at our website and form a binding part of this agreement. You acknowledge you read, understood and agree to the terms and conditions.

0.29 ENTIRE AGREEMENT

This document together with any attachments, as well as any new, different or additional terms, conditions or policies which we may establish from time to time, and any agreement that we are currently bound by or will be bound

by in the future, constitutes the complete and exclusive agreement between you and us concerning your engagement of us on this project, and supersede and govern all prior written and verbal communications.

0.30 SIGNATURE

By signing this document you represent to us that you are a duly authorized representative of your organization and upon its behalf agree to be legally bound by its terms and conditions. You hereby accept and authorize the commencement and payment for the project described above.

Name:

Title:

Date:

..... Signature