webstylze

PROPOSAL

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CONFIDENTIALITY NOTICE

EXECUTIVE SUMMARY

This proposal outlines two website development options designed to strengthen your personal and professional reputation online. The goal is to ensure that when individuals or organizations search for Anthony Shaw or Broadlands Corporate Consulting, they encounter a professional digital presence showcasing thought leadership, credibility, and valuable insights in corporate governance, board leadership, and consultancy.

Objective

To design and develop a modern, search-optimized website that:

• Establishes credibility and reinforces your professional narrative.
• Hosts thought leadership articles and blog posts.
• Integrates seamlessly with LinkedIn for cross-posting to drive engagement.
• Positions Broadlands Corporate Consulting as a trusted voice in governance, risk, and corporate strategy.

Options

Proposed Solutions

Option 1: One-Page Website Template with Blog

A streamlined, elegant one-page layout that presents your professional profile, consultancy focus areas, and includes a blog section for articles.

Key Features:
• Responsive one-page website design (mobile, tablet, desktop)
• About section with professional bio and photo
• Areas of expertise
• Blog section for articles and insights
• Contact form integration
• Basic SEO optimization
• Link integration for sharing blog posts on LinkedIn

Investment: BDS $7,500 + VAT (approx. 50 hours)

Payment Terms: 30% Mobilization: BDS $2,250 + VAT; 11 Monthly Installments: BDS $477.27 + VAT

Option 2: A tailored website to align with your personal branding and designed to maximize engagement and conversion (inquiries, reputation reinforcement, speaking or advisory opportunities).

Key Features:
• Custom multi-page design with unique brand styling for Broadlands Corporate Consulting
• Home, About, Services, Articles/Blog, and Contact pages
• Advanced SEO and keyword optimization (e.g., "Corporate Governance Jamaica")
• Structured article categories (Corporate Governance, Risk Management, Board Practices, etc.)
• LinkedIn integration for social proof and traffic redirection
• Analytics setup (Google Analytics + Search Console) to monitor engagement
• Secure hosting setup assistance (if required)

Investment: BDS $15,000 + VAT
Payment Terms: 30% Mobilization: BDS $4,500 + VAT; 11 Monthly Installments: BDS $954.55 + VAT

Value Comparison

Feature	Template Option	Custom Option
Design Layout	Pre-structured	Bespoke Design
SEO Optimization	Basic	Advanced (keyword research, schema)
Blog & Categories	Standard	Advanced (filtering, tagging)
Conversion Optimization	Limited	Strategic calls-to-action
Branding & Tone	Generic layout	Tailored branding to persona
Monthly Amortized Cost	$477.27 + VAT	$954.55 + VAT

Summary: The custom website provides a stronger foundation for long-term brand visibility and higher conversion rates — ideal for professional reputation building and lead generation.

Next Steps

1. Select preferred option (Template or Custom).
2. Confirm any additional features desired (e.g., domain setup, hosting support).
3. A 30% mobilization payment initiates the project.
4. Project kickoff within 3 business days of mobilization.

DESCRIPTION	DURATION	OUTPUT
Project Completion	45 – 60 days	Successful Project Delivery
Development		
Requirements Gathering	7 - 14 days	Collecting project requirements, data
Data Analysis and Model Development	7 - 14 days	Algorithm Specifications
Development	30 days	Software Modules, Codebase
Alpha Testing	7 days	Test Reports, Debugging Logs
Code refinement	7- 10 days	
Corporate Integration	5 Days	Integrated System
Final Testing and Review	7- 14 days	Final Test Reports, Review Notes
Final Approval for Launch		Approval Sign-offs
Project Closure		Project Documentation, Closure Report

Payment Options

Payment Option 1: Milestone-Based with Fixed Schedule

50% Down Payment
- Due Date: Upon signing the contract.
- Scope: Covers project initiation, requirements gathering, and initial development phases.

25% at Month 2
- Due Date: End of Month 2.
- Scope: Covers mid-point project milestones, including prototype delivery or the completion of major modules. Payment is due regardless of client delays in content or feedback, assuming developer deliverables are met.

25% at Month 3 Pre-Launch
Due Date: End of Month 3.
- Scope: Covers project completion, final testing, and deployment. Payment is due even if the client has not provided all necessary content, as long as the developer's work is on track.

Key Clauses:

- **Non-Adjustable Payment Schedule:** Payments are due based on the schedule, with no delays caused by client inaction affecting the timeline.
- **Developer Commitment:** The developer agrees to meet all deliverables on time, contingent on receiving required inputs from the client.

Payment Option 2: Down Payment with Equal Monthly Installments

30% Down Payment
- Due Date: Upon signing the contract.
- Scope: Covers the initial project setup, requirements analysis, and early development work.

Remaining 70% Over 12 months
- Due Date: Equal installments due at the end of each month, starting from Month 2 through Month 13.
- Scope: Each installment covers ongoing development work, testing, and refinement. Payments continue as scheduled, regardless of project status, provided that any delays are due to the client's delayed responses or content provision.

Key Clauses:
- **Automatic Payment Schedule:** Monthly payments proceed on a fixed schedule, unaffected by delays in client deliverables.

Broadlands Corporate Consulting /Anthony Shaw

- • **Developer Commitment:** The developer agrees to meet all deliverables on time, contingent on receiving required inputs from the client.

TECHNICAL STANDARDS

Security
- ⊙ SSL Certificates
- ⊙ AES (Advanced Encryption Standard) – 256 bits
- ⊙ SQL Injection
- ⊙ XSS (Cross Site Scripting)
- ⊙ File Disclosure
- ⊙ Remote File Inclusion
- ⊙ PHP/ASP Code Injection
- ⊙ Directory Traversal

Architecture
- ⊙ Integrated development between all 3rd party API's or Plugins.
- ⊙ Expandability.
- ⊙ Robust and capable of handling large volume of traffic and data.

UX/UI (User Experience and User Interface Design)
- ⊙ Primary Navigation
  - • Content for immediate engagement with front-end users
- ⊙ Secondary Navigation
- ⊙ Google 3 Click Rule must be applied

Responsive
- ⊙ Accessible and renderable on all platforms, including mobile phones, tablets and touch screen devices.

Compliance
- ⊙ The application will meet validation tests for web standards.

Disaster Recovery
- ⊙ We use a replication manager service VMware® vCenter ™ Site recovery Manager ™ which works in conjunction with Rackspace Array-based Replication to deliver fast, reliable recovery of the website and any apps that your business relies on for its operations.
(Based on the maintenance package selected)

Webstylze Responsibilities

Development Reporting

Throughout the project, Webstylze will provide regular updates to keep you informed on the progress. The reporting process includes:

- **Weekly Progress Updates:** Emails outlining completed tasks and next steps.

- **Live Review Sessions:** Opportunities to review and provide feedback during key stages of development.

Post-Launch Support

- Once the website is live, Webstylze is committed to ensuring its smooth operation. Our post-launch support includes:

- **Helpdesk Access:** Contact us at **helpdesk@webstylze.com** for any issues, questions, or guidance.

- **Support Period:** Complimentary support for 30 days post-launch to address any technical issues or adjustments required.

- **Ongoing Maintenance Option:** After the 30-day period, Canopy can choose to add a maintenance plan to ensure continued updates and support.

Client Responsibilities

1. Data Provision

- Supply all relevant Content

2. Collaboration and Feedback

- Point of Contact: Designate a project manager or team who will act as the primary point of contact for all communications, meetings, and decision-making.

- Timely Feedback: Provide prompt feedback on deliverables.

3. Infrastructure and Tools

- System Access: Provide necessary access credentials to the systems

4. Ongoing Engagement

- Regular Updates: Participate in regular update meetings to review progress, discuss challenges, and align on next steps.

Our *Team*

Simone Pasmore
CEO
MSc. Computer Science

Trivedi Kartik
Developer

Binal Kartik
Developer

Volodymyr Podiukov
Developer

Alex Podiukov
SEO Manager

Daren Goodridge
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Daniel Nicholas
Designer

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Paul Husbands
Marketing Manager