

# WEB DEVELOPMENT PROPOSAL

## WEB DEVELOPMENT SOLUTION FOR YALA ELEPHANT COTTAGES WEBSITE

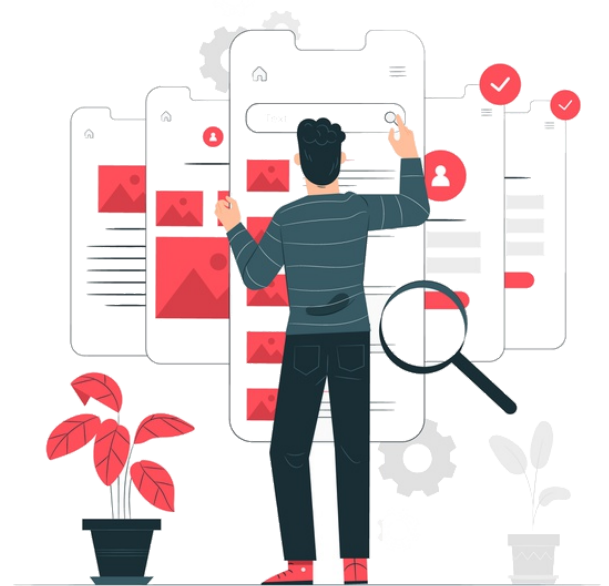
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PROPOSED BY  
**EWEB ASSIST.**

# ABOUT THE PROJECT

DATE PROPOSED

**31ST JULY  
2020**

EWeb Assist was founded in 2011 by a group of creatives who were passionate about website development and web management. At EWeb Assist we are delicate to inspire our customers with best quality output and friendly service.

Our services include :

- Website Development
- Mobile App Development
- Search Engine Optimization
- Branding
- Graphic Designing
- Content writing and many more

Some of our happy customers :



**ALWAYS  
WITH  
PASSION**

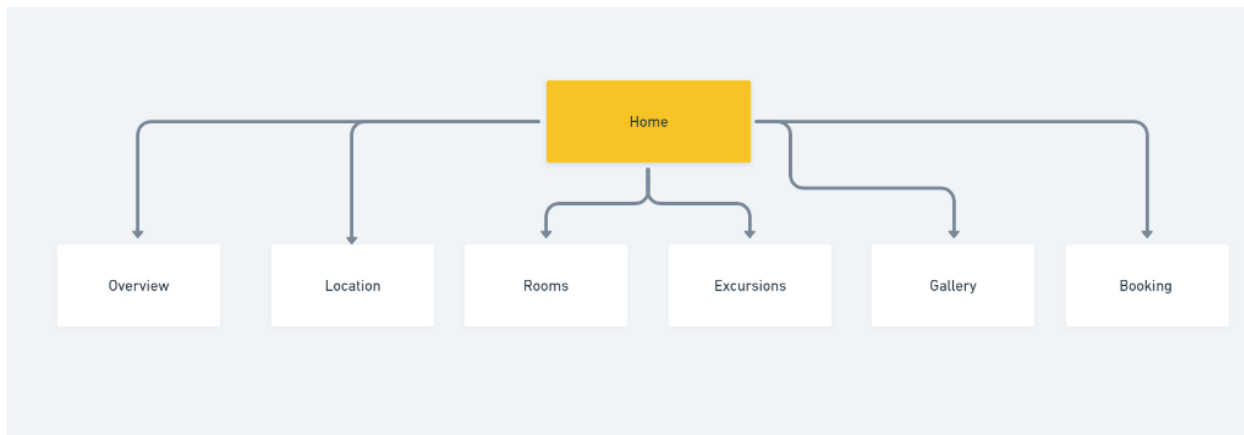
# SOLUTION OUTLINE

EWeb Assist will build your website using the fully customized content management system (CMS). Our solution is used by more than a million brands around the world, and is known for it's ease of use, security, and scalability. Our solution will allow you to do the following once your website is launched:

- Easily update page content and images without coding knowledge
- Integrate with analytics software to track page and site performance
- Mobile friendly responsive design which supports all the devices.

We propose that your site be hosted with **cloud hosting** . This will ensure that your website is capable of supporting a high volume of traffic while remaining protected from malicious entities.

# SITE STRUCTURE



Your website will have the following pages:

- Home page : Animated eye catching content with navigation summary.
- Overview: Clear and sophisticated design
- Location : Location details
- Rooms : 360 view(day/night) with general room details
- Excursions: Excursion packages details
- Gallery: Images/Video with eye catching content
- Booking : Booking function

# SITE INTEGRATIONS

We will integrate your site with the following tools:

- Google Analytics : to measure website traffic and performance
- Messenger live chat : which integrates Facebook and the website
- WhatsApp live chat : Enables to connect with customers easily
- Facebook Pixel : to run campaigns and integrate Facebook and the website
- Google Web Master tool(SEO) : to improve SEO and get automatic improvement suggestions



# KEY FEATURES

Based on previous discussions regarding your goals and expectations, your website will have the following additional features:

- Website SEO
- Website Security
- Website Caching
- Website Hosting

## SOCIAL MEDIA

**An extensive social media visibility for your organisation. We integrate social media to promote your website and events.**

By using social media strategies and implementing procedures based on the results of extensive analysis, study of social media trends, and application of specifics unique to Crusader Sports & Leisure Tours (Pvt) Ltd, we are confident in delivering effective results within your social media channels.

- Creating Engaging Social Content
- Posting web site Related Updates
- Sustained Monitoring
- Analytics



# WEBSITE SEO (SEARCH ENGINE OPTIMIZATION)

EWeb Assist uses SEO strategies from the very beginning of the website development. Our solution caters to keywords related with **cottages booking** with a **carefully monetization of unique quality content** to rank best on search engines.

## Why do you need a good SEO strategy for your website?

Because your website rank improves, which means more visitors will find your pages in search results.

- Initial audit and review
- Keyword identification and prioritization
- Technical SEO audit
- Strategy and direction
- Content quality review
- Planning, reporting and forecasting



# WEBSITE SECURITY AND CACHING

At EWeb Assist we make sure our websites are undergone with best security standard.

- SSL Certification (HPPTS Protocol)
- Server attack monitoring
- Web Application firewall
- Scam detection
- Technical error handling
- Browser security caching



# MILESTONES

We anticipate to conclude the project by completing 4 milestones. Given below are the breakdown of the same

- **1st Milestone (5 Days):**

- Purchase domain (.lk) for website
- Initial Design Wire-frame
- Page Mock ups
- Set Configured Business Emails
- Coming Soon Page

- **2nd Milestone (4 Days):**

- Content writing
- Site Copy & Images
- Publish the prototype to public environment with basic navigation

- **3rd Milestone (3 Days):**

- Enhance Social media and SEO visibilities
- Finalize the back-end development

- **4th Milestone (1 Day):**

- Final project Delivery and Site Launch



## Project Budget

All Milestones will be completed within 15 days. Your investment will be as follows:

Purchase domain, Hosting & Configure email accounts	5000 Rs
Site Development	40000 Rs
<b>Total</b>	<b>45000 Rs</b>

- EWeb Assist team warrants that the functionality contained in this project will meet Crusader Sports & Leisure Tours (Pvt) Ltd requirements and that the operation will be reasonably error-free.
- EWeb Assist team will make sure that they will showcase their work after completed the project milestone.
- Legal service agreement will sign upon customer request.
- EWeb Assist team warrants to maintenance the web site with maintenance agreement.

