

THE SNEAKY G-OAKS INC.

WEBSITE PROPOSAL

PREPARED FOR SODAPOP STOP

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Introduction

The Sneaky G-Oaks are pleased to submit a proposal for the web site development of Sodapop Stop (hereafter known as the Client). This proposal describes the technology, services, terms, and schedule for the web site development project.

A website frequently serves as your business or organization's front entrance through which many customers will pass. Our mission is to give you a fun, light, but impressive and professional online presence that will generally enhance your organization's image and branding, as well as move prospects through the sales process.

About Us

The Sneaky G-Oaks are a top provider of professional website design and development. We have a clear understanding of the web development requirements, and we have the knowledge, skills and experience to successfully complete the web site project.

Our Team and Leadership



Stefan Richardson - Project Manager and Fearless Leader

Stefan Richardson, well known for his strategic imagination in aligning business goals with creative strategy and expression, has successfully led the Sneaky G-Oaks since its beginnings. He has proven his leadership through successfully leading the Sneaky G-Oaks team through every one of their projects. Stefan is also a gifted artist, and is always there to maintain the highest standard in all visual aspects of the project such as User Experience and logo design.



Olga - Photographer and Photoshop Expert

Olga is a well respected photographer in the photographing community of Calgary. Her passion in capturing the perfect angle which best represents the scene, person, or product is unmatched among her peers. Olga is also very easy to talk to, which causes our clients to always come back to us and say how much they enjoyed working with her.



Adam - Animation, User Interface Developer, and Video Expert

Adam is a highly regarded designer whose process-driven approach to developing rich customer experiences helps our clients get into market faster and more effectively. Adam has applied his training in the areas of corporate identity, branding, and design for many notable clients.



Kyle - Designer and Front End Web Developer Expert

Kyle's dedication to design excellence - reducing complex, meaningful ideas to their visual essence - is accompanied by expert knowledge of color theory and the simplicity of Artisan graphic design and typography influences. Kyle is also committed to functional code which can accomplish his well crafted design. Kyle is the perfect combination of designer and coder, which makes him one of the best choices for Front End Developer on your project.



Gary - Database and Back End Web Developer Expert

Gary is committed to elegant and powerful solutions for your data and business needs, and how they can be expressed and accomplished through your website. Gary is also a security expert, which means every one of our projects is secure and safe. If security is a concern for you, know that your project is in good hands with the Sneaky G-Oaks.

Client Goals

The Sneaky G-Oaks will develop this project to accomplish the following goals:

- SodaPop Stop will experience increased online sales
- SodaPop Stop will experience increased exposure of their brand
- SodaPop Stop will have an online marketing and promotional plan which will be effectively integrated with their current real world marketing and promotional plan.
- SodaPop Stop will have a fun, light and interactive look and feel which will reflect the spirit of SodaPop Stop.

Delivery Requirements

We promise to deliver:

- Easy To Maintain (Content Management System)
- eCommerce / Shopping Cart Setup
- User Accounts
- Responsive Design
- SEO
- Promotional Plan
- Social Media Strategy
- Real World Marketing Plan
- Hosting / Server

Hardware / Software Requirements

We Require:

- Domain Name
- Content (text and images)
- Logo (optional)
- Access to existing social media accounts

Content Competitor Analysis

SodaPopStop

Site Resizes for Phones – No

Load Time on DSL(2 Mb/s 5ms RTT) Connection: 0.37s

Electronic Payment - No

RocketFizz

<http://rocketfizz.com/>

Site Resizes for Phones - Yes

Load Time on DSL(2 Mb/s 5ms RTT) Connection: 36.91s

CMS – WordPress

Electronic Payment - Yes, Paypal

Real Soda

<http://www.realsoda.com/>

Site Resizes for Phones - No

Load Time on DSL(2 Mb/s 5ms RTT) Connection: 4.76s

Electronic Payment - Yes, Shopsyte

DrSoda

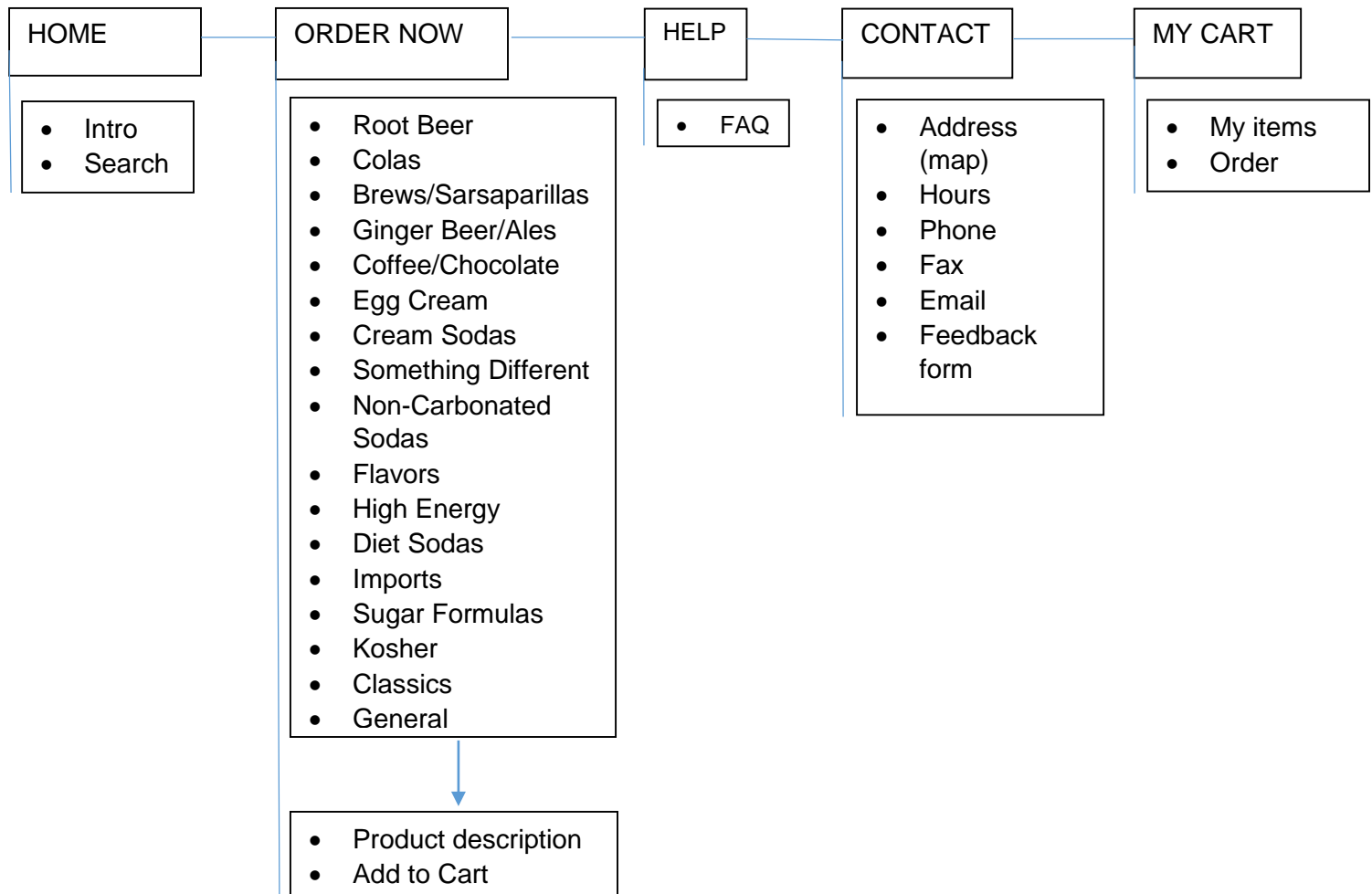
<http://www.drsoda.com/>

Site Resizes for Phones - No

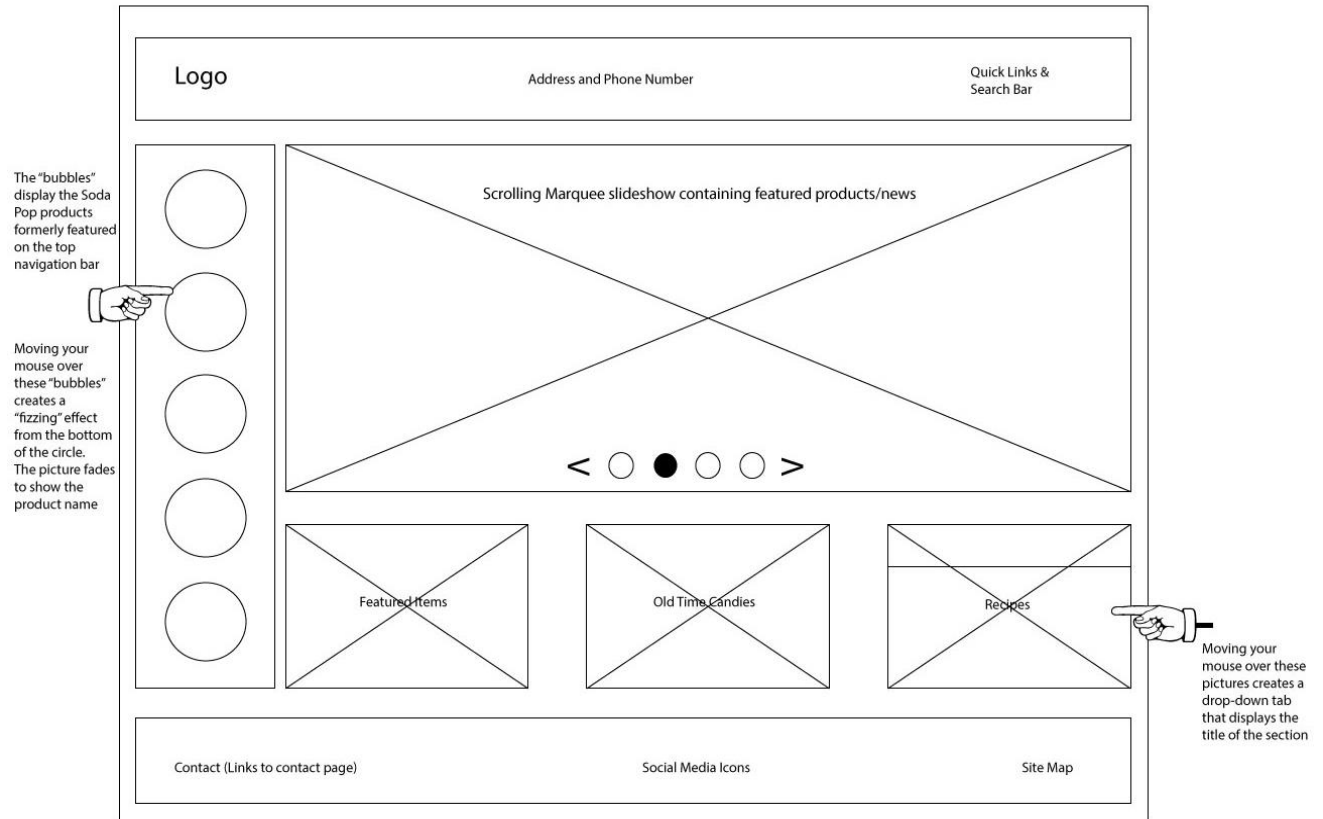
Load Time on DSL(2 Mb/s 5ms RTT) Connection: 8.09s

Electronic Payment - Yes, Paypal via Yahoo Shop

Web site structure for Proposed Design



Potential web Design Layout



Proposed Logo



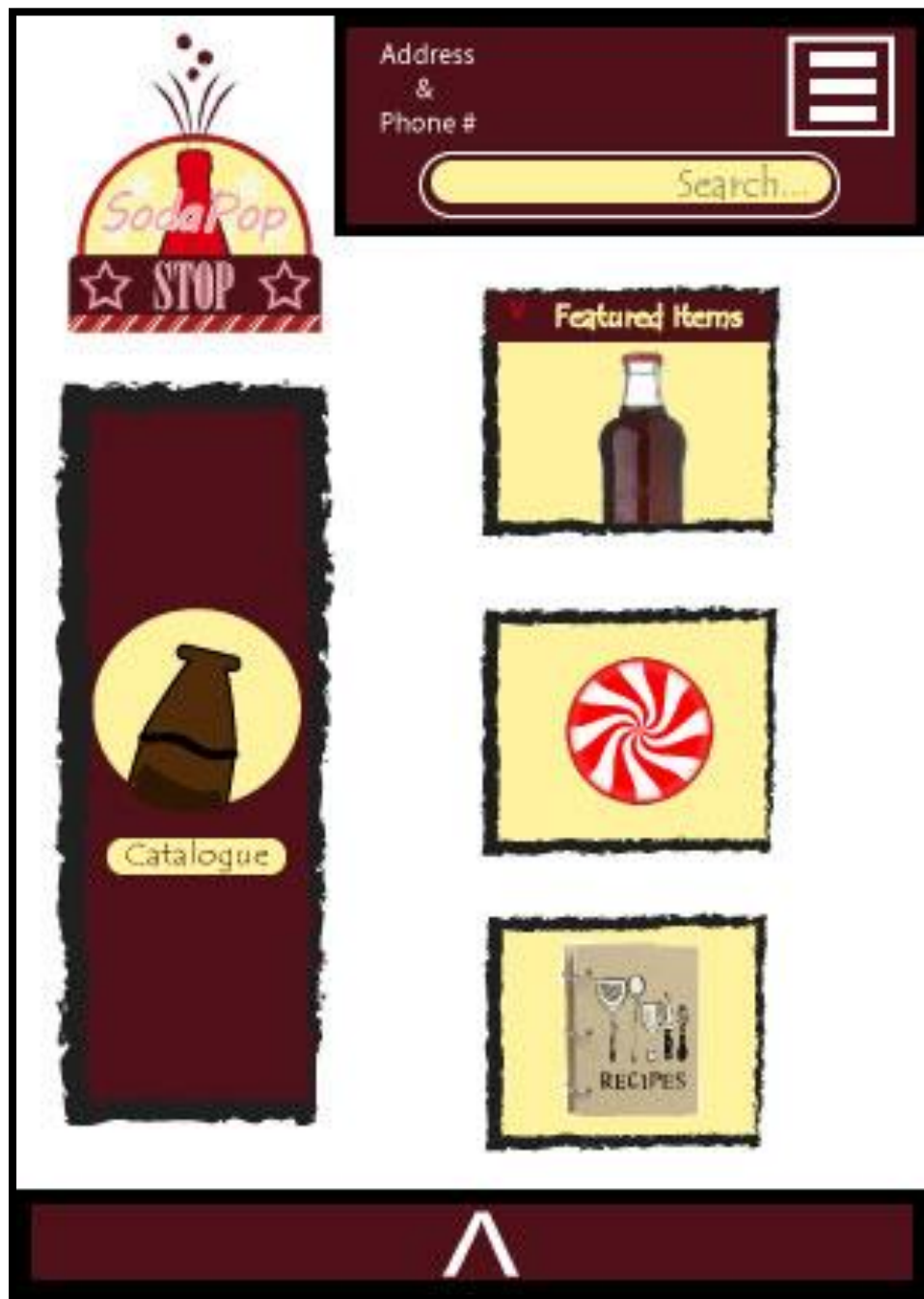
Potential web Design Mockup (Desktop)



Potential web Design Mockup (Tablet)



Potential web Design Mockup (Mobile)



Online Marketing Strategies

The goals of an online marketing strategy is to create and maintain an online presence that a wider market can access. This will allow Sodapop Stop to focus in on their current target market and at the same time expand their market. Using online strategies will allow Sodapop Stop to promote faster and keep current on trends, seasons and holidays.

One of the avenues that would benefit Sodapop Stop in online marketing is their website. By adding a feature slider and internal ads on the main page it will show the user new products, deals, and seasonal options. This will educate the user on what exactly Sodapop Stop is all about.

- Features Slider
- Advertising sales
- Showcasing seasonal products

Creating a social media presence is essential to the successful online marketing strategy and will also increase the ranking of Sodapop Stop in search engine results. A facebook business account will allow Sodapop Stop to run digital marketing campaigns directed at their target market. Twitter is also a highly recommended social media platform, this will allow Sodapop Stop to immediately address their markets and inform them of deals and current events that they are involved in. Creating a linkedin profile establishes a company's credibility online, this will make the business appear more legitimate and worth investing in.

- Facebook
- Twitter
- LinkedIn

Google adwords and analytics is the last piece of the online marketing strategy. With Google analytics Sodapop Stop can track activity of their website. This will show how successful their online presence is and areas the need to be improved. Google adwords will be an essential first step in the process, this is paid advertising with google that will increase exposure of the website. This all helps Search Engine Optimization for Sodapop Stop's website.

- Google Analytics
- Google Adwords
- Search Engine Optimization

Real World Marketing Strategies

The goals for a real world marketing strategy is to increase the exposure of the Sodapop Stop brand. Creating promoting material for the will help establish the Sodapop Stop brand. Banners, posters and flyers that can be given to the customers allows the Sodapop Stop brand to have a physical presence and help maintain customer loyalty. Creating video commercials is always a good idea for promoting a company and can also be used in the online marketing strategy. Using sponsorship in the community will give Sodapop Stop a local presence, sponsoring youth programs, sports teams, charity events, and concerts.

- Print
- Video
- Sponsorship

Website Budget

Planning	
<ul style="list-style-type: none"> • Project Planning • Information Architecture / UX Planning 	
Total	\$3,600.00

Site Development	
<ul style="list-style-type: none"> • Site Design • Programming • Install CMS + Plug-ins • Content Development • Content Migration • Code Optimization • Cross-Browser Testing • Mobile Device Optimization • Proof Reading • Site Launch / Domain Hosting transfer • Usability Revisions • Site Hosting 	
Total	\$6,000.00

Marketing	
<ul style="list-style-type: none"> • Social Media (1 year) • Real Life Marketing (initial materials) • Google AdWords (1 month) 	
Total	\$9,000.00

Search Engine Optimization

- Comprehensive On-site Analysis
- Keyword Research
- HTML Optimization
- Sitemap Creation
- Internal Links Optimization
- Title, Description, Keyword
- Alt Tag Optimization
- Usability Analysis
- Content Optimization
- Google Analytics
- On-Going Campaign Review and Updates

Total	Included
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Post launch services

Content Management System Training (two 2 hour sessions)	\$200.00
Documentation	\$200.00
Contingency Allowance (5%)	\$950.00
Total	\$1350.00

Grand Total	\$19,950.00
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Additional Services	
Photography (per hour)	\$100.00
Letter head and Banner	\$1,000.00
Content Writing (per hour)	\$100.00
Additional Social media maintenance	Per campaign
Maintenance and Update (First 6 Months)	\$100.00

Fee Schedule

If Sodapop Stop wishes The Sneaky G-Oaks inc. to go forward with the project, here is the schedule for payments of the fee:

- 30% due upon acceptance of the proposal before work commences
- 30% due upon delivering the completed design with the content management system in place
- 40% plus any incurred additional hourly fees no later than 30 days from when the completed design was delivered to Sodapop Stop

The Sneaky G-Oaks inc. will launch the website when requested, providing that there is no balance due.

Terms and Conditions

- Once project fee is paid in full to The Sneaky G-Oaks inc. any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to Sodapop Stop for inclusion in website are owned by Sodapop Stop.
- The Sneaky G-Oaks inc. assumes Sodapop Stop has permission from the rightful owner to use any images or design elements that are provided by The Sneaky G-Oaks inc. for inclusion in the website, and will hold harmless, protect, and defend The Sneaky G-Oaks inc. from any claim or suit arising from the use of such elements.
- The Sneaky G-Oaks inc. retains the right to display graphics and other Web content elements as examples of their work in their portfolio and as content features in other projects. The Sneaky G-Oaks inc. also retains the right to place a discreet text link at the bottom of the website page(s).

The agreement contained in this contract constitutes the sole agreement Sodapop Stop and the The Sneaky G-Oaks inc. regarding all items included in this agreement.

About this Estimate

This quote is private and confidential. Of course, Sneaky G-Oaks inc. will not share your information with anyone else.

You deserve the best quality of work and the best price that you can get. We're confident that our estimate represents a true reflection of the quality craftsmanship needed to deliver your project on time, on budget and to spec.

This proposal is valid until 17/01/2016, after this date prices and services are subject to change, and may require renegotiation.

Approval

Agreement by both parties to confirm acceptance of the requirements, cost and schedule.

Sneaky G-Oaks inc.

Agreed _____,

Name: _____

Title: _____

Sodapop Stop

Agreed _____,

Name: _____

Title: _____