Website Design & Build Proposal

109-A Street No. 15
Karnail Singh Nagar, Ludhiana
Phone No.
+91 9459552702

- ## <u>Statement of Confidentially & Non Disclosure</u>

  This document contains proprietary and confidential information. all data submitted to you is provide in reliance upon its consent not to use or disclose any information contained herein expect in the context of its business dealing with Awesome Web Solution .Inc the recipient of this document agrees to inform present and future employees of you who view or have access to its content of its confidential nature.

  Awesome Web Solution .Inc retains all title, ownership and instinctual property rights to the material and trademarks contain herein, including all supporting documentation as per your requirement.

- ## <u>Executive Summery</u>

  Awesome Web Solution .Inc would like to thank you for doing business with the proposal for development of website, along with support for business promotion and internet marketing. We have strong hold on website application design, development and maintenance and we are excited at this opportunity to strengthen our existing relationship. We are glad to demonstrate to you, through this response, that we have the capabilities, people, processes, technology and the desire to be your strategic partner of choice by providing you the best solution for your requirement.

- ## <u>Company Backgrounds</u>

  ### Overview of Awesome Web Solution

  AWS is a leading Company providing services like Website Designing, Website Development, Internet Marketing and Search Engine Optimization. We aim to offer best possible results to our clients by turning their websites into most successful ones in their market segment

  ➢ Our Portfolio: https://www.awesomewebsolution.com/

- ## <u>Services</u>

➢	Web Design	➢	Search Optimization(SEO)
➢	Web Development	➢	Content Management System(CMS)
➢	eCommerce Website Services	➢	Web Hosting
➢	Social Media Optimization(SMO)	➢	Testing

- ## <u>Our Development Process</u>

Our website development process involve clear steps.

From meticulously planning the project to match your commercial goals, to thoroughly testing the site on numerous devices and browsers, we keep you updated every step of the way so there are no surprises when it comes to launching the site

Step 1
- Plan

Step 2
- Research

Step 3
- Design

Step 4
- Development

Step 5
- Integration

Step 6
- Testing

Step 7
- Post Launch

➢ Process overview

Stage 1 Planning	Stage 2 Research	Stage 3 Brand and concepts	Stage 4 Development
• *A detailed client immersion meeting with the core project team to finalize the brief and specification* • *Agreement on project aims and delivery plan.*	• *Research including competitor and market and market analysis. Development of a site structure and content plan upon the finalization of the user journey*	• *Brand and identity development, development wireframes and creative development.* • *Includes SEO analysis and creation of template meta data and titles*	• *Development of website using the approved specification, including any functionality where scoped.* • *Set up of Google Analytics and goal tracking*

Stage 5 Integration	Stage 6 Testing	Stage 6 Launch	Stage Post launch and recommendations
• *Integration of all content, and social media channels*	• *A detailed client immersion meeting with the core project team to finalize the brief and specification*	• *Deployment of the to the live server, including technical checks upon launch*	• *Post launch snags and issues (1 month) including analysis and further recommendations*

- ## <u>SCOPE OF WORK</u>

The Web Design Package provides a high-quality WordPress site based on unique and customized WordPress themes specifically created for your business. Fast, high-quality premium web development service with extendable support built from the ground up for SEO.

➢ KEY FEATURES

- ◦ Fast WordPress development based on custom WordPress themes created specifically for local industry niches
- ◦ One week turn-around time from start of campaign to initial client assessment and approval
- ◦ Two weeks turn-around time from start of campaign to deployment. Any additional feature tacks on additional time ◦ Up to 30 pages migrated
- ◦ Up to 15 premium stock photos bought and used specifically for the site
- ◦ Custom design, created specifically for your business based on your brand
- ◦ SEO-optimized websites with features integrated such as blogs, social media icons, HTML and XML site maps, etc.
- ◦ Responsive web design ensures the website is displayed correctly across all screens ◦ Social media icons, favicons, widgets, contact forms, etc
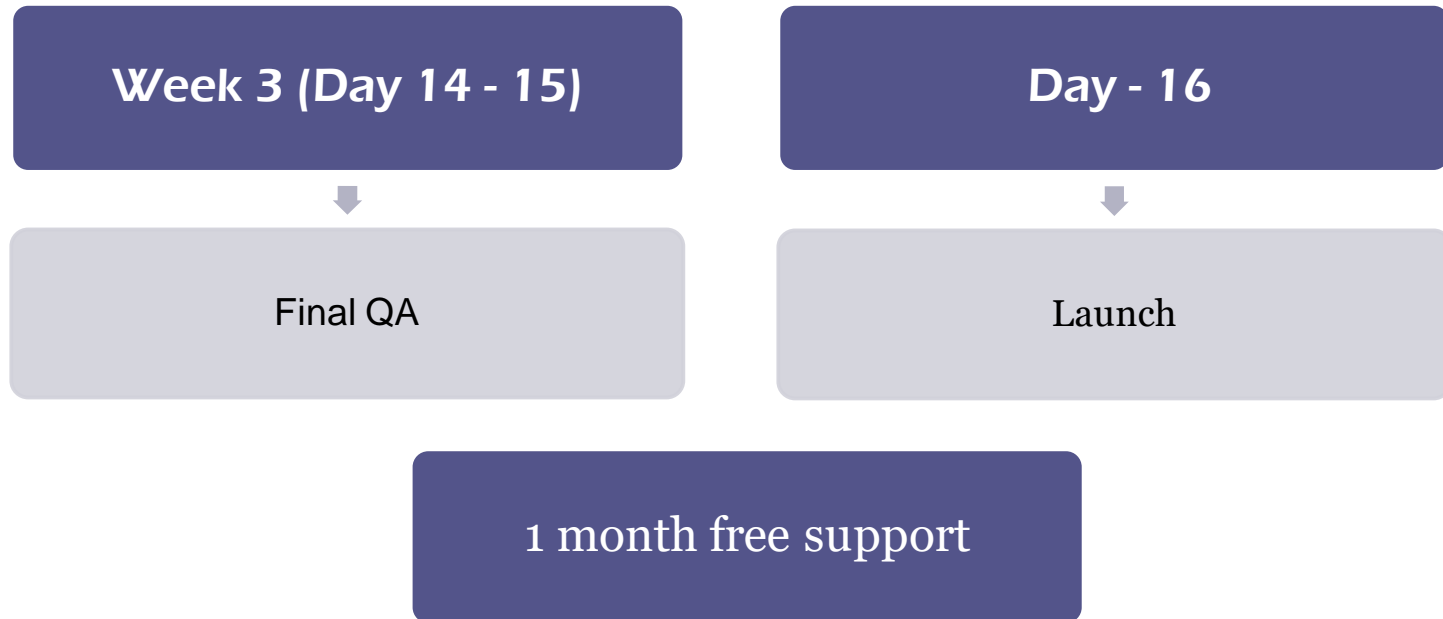
• CLIENT REQUIREMENTS

➢ KEY FEATURES

◦ A hosting service (we can make recommendations if needed)

◦ A domain service (we can make recommendations if needed

◦ Logo (size) ◦ If no logo is available, our service can create new logos

◦ Content for the Website

◦ We will use Loren Ipsum unless there are specific content provided

◦ We can create content for the website if needed

◦ Additional Images

◦ A selected Mockup ◦ Signed Conforme

◦ A completed Client Brief

- ***<u>Timeline</u>***

Start Day-0	Intake of Client Brief and all content required
Week 1 (Day 1-6)	**Day - 7**
⬇	⬇
Initial development	Review from the client and initial review. Site would be already on our internal development server.
Week 2 (Day 8 -12)	**Day – 13**
⬇	⬇
Final development	Internal Review and Revisions

- ***Timeline***

Week 3 (Day 14 - 15)	Day - 16
Final QA	Launch

1 month free support
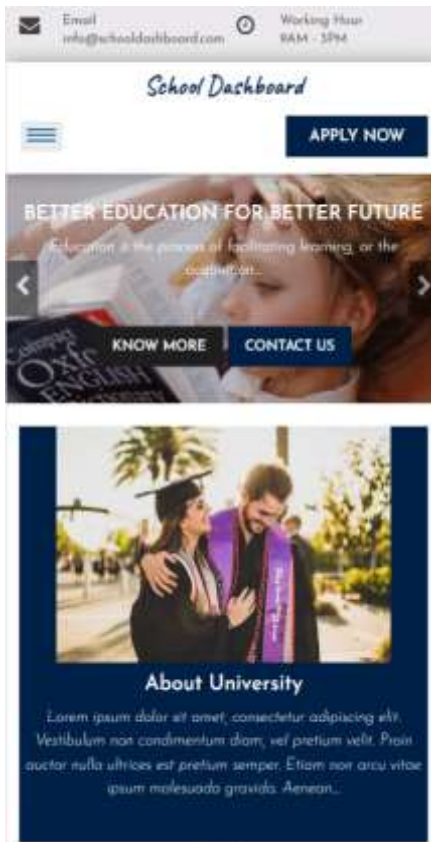
Please note that any added work, features requested, or delay on reviews or submission of requirements will incur delay in the development of your website

- ## **Fully Responsive**

  With around 50% of traffic now coming from mobile devices, it's essential that the display of content is considered on all types of devices. We ensure all our projects are built to be fully responsive, with considered detail put into mobile and tablet user experience and performance. Rather than reproduce the same designs across devices, we carefully consider how visitors will use the website on each device, so we test our sites thoroughly to ensure a fast and fluid experience for your customers.
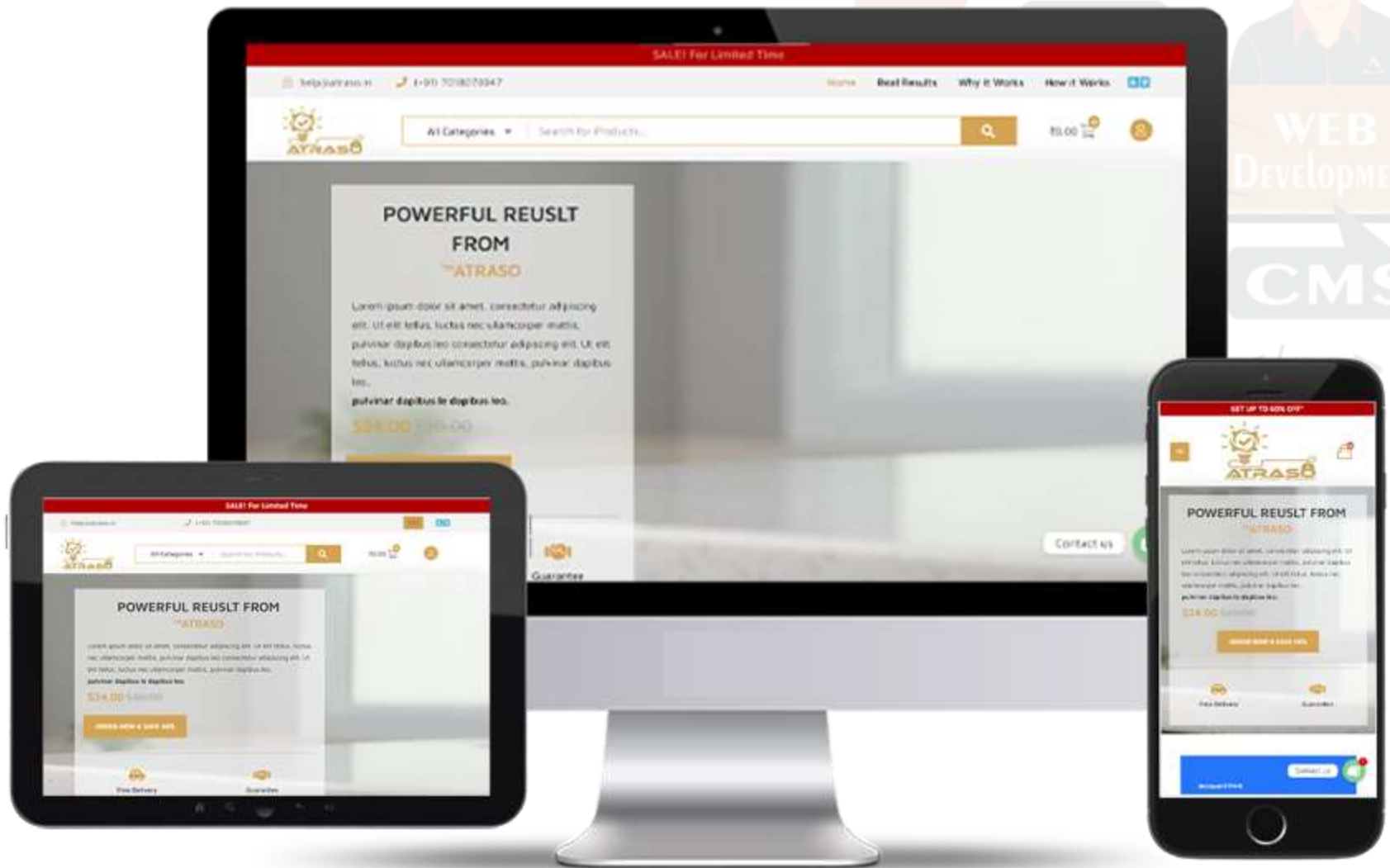
- ***<u>Design Examples</u>***

- ***Design Examples***

- ***Design Examples***

- **<u>Cost</u>**

  - ➤ Budget

Details	Duration	Cost(in INR)
Website	14-15 Working Days	2599.00/-

  <u>Payment Condition :-</u>
  1. 40 % of payment in advance.
  2. 30% payment during project development.
  3. Final 30% after completion of project.

- ## _Additional Requirements_

  ☐ Please give us a general overview of your Company/Business and the services/products you offer.

  ☐ What are the main reasons why you want to develop or redesign your website?

  ☐ What is your unique selling point? What distinguishes you from your competition?

  ☐ List any URLs of sites you like. What specifically do you like about these sites?

  ☐ List any URLs of sites you dislike. What specifically do you dislike about these sites?

  ☐ Do you have an interest in expanding your social media presence or learning more about social marketing strategies?

  ☐ Do you currently have a domain name for your website?

  ☐ Do you currently have web hosting or a preferred hosting provider for your business?

  ☐ Do you have any specific technology restrictions and/or preferences?

  ☐ Please discuss any other online functionality or interactive features you may need on your website