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Laravel Common CMS Website Design & Development Proposal

Thank you for expressing your interest to build a website with me. We reciprocate your kindness to build up a long lasting relationship with your organization. I would like to extend a warm welcome to each one of you. I am here to present **Save As Web**, our company deals in all type of services like Software, Website, App and SEO also. We believe in core values and strive to deliver excellence in everything we do.

In today's presentation, I will provide you with an overview of our company projects, purpose, benefits, and how it aligns with our company's overall strategy. I will also share with you our market analysis, target audience, competitive advantage, and the steps we have taken to ensure its success.

Please feel free to ask questions and share your thoughts throughout the presentation. Your input and feedback are highly valued as we believe in continuous improvement and collaboration.

Further to our fruitful discussions so far, please find below website development offer and cost estimate for website project:

Consultancy/Design

- Site(look/feel/ton)
- 1-2 iterations of the visual site design will be provided to you, complete with the logic for elements, colors, usability principles, and branding in
- Sync with your logo style, brochure and slider on the home page. This visual design will take off from the branding elements provided by your agency
- Images/ Icons (30-40 for the various sections) includes scanning, resizing, color correction cross-browser tested home page, inside page.

Desired Programming Functionality/Features

CMS (Content Management System)

It's a software platform that allows users to create, manage, and modify content on a website without needing to code.

SCOPE OF WORK:

Laravel Framework is a widely used platform for building websites and managing content. It is renowned for its user-friendly interface, flexibility, and ecosystem.

Includes:

- Setup, integration, configuration of components with the Framework
- Design/ Code/ CSS customization, components to your finalized design
- Powerful platform for website creation

Content Categories:

- The ability to add, edit, and organize content categories as per your requirements.

Image Management:

- A robust image management system that allows you to upload, modify, and organize images for various sections of your website, including blogs, news articles, and more.

SEO Friendly:

- Providing SEO friendly nature like customizable permalinks, Meta tags, and sitemaps that help improve search engine rankings.

SEO Elements for Continuum Green Energy:

- Meta Title, Meta Description, Meta Tags, Open Graph Protocol, Twitter Card Tags, XML Sitemap

Mobile Responsiveness:

- Makes your website mobile friendly, providing responsive themes and ensures websites look great on various devices, including smart phones and tablets.

Security & Updates:

- Provides you with high security for your website.
- Website security being the main concern, this will keep your page secured and helping it function smoothly.

Scalability & Performance:

- It can handle websites of all sizes, from small blogs to large enterprise sites.
- Makes it easy for visitors to access your website content faster. Also includes CDN integration, and other techniques.

Support:

- The system provides you with documentation, tutorials, and professional support for troubleshooting and assistance.

Website Development Technology– PHP, Laravel Framework & Database MySQL

Key Features:

- Laravel 10 is used as PHP framework
- Bootstrap 5 is used in design
- User friendly codes and easy to navigate
- Eye-catching and fully responsive design
- Good Web Design
- Must be User-Friendly
- Must be Mobile-Responsive
- Has Cross Browser Compatibility
- Typography settings
- Google analytics
- Facebook pixel
- Google reCAPTCHA
- SEO Management
- Social links
- 404 Page
- Loading Speed
- Schema integration
- SSL Security
- Cross Browser Compatible
- Flex Slider
- Automatic Image Resizing
- jQuery Slider
- CTA Button

Admin Features:

- 100% secure admin panel
- Normal User Management
- SEO Management
- Maintenance Mode
- Homepage & Inner Content Management
- Social Media Link Create, Edit, Delete
- Website Header & Footer Management
- Create New Page, Edit, Delete & Update
- Terms and Conditions Page Edit Option
- Privacy Policy Page Edit Option
- FAQ Create, Edit, Delete
- Error Page Edit Option
- Blog Category Create, Edit, Delete
- Blog Create, Edit, Delete
- Logo, Favicon Change Option
- Preloaded ON/OFF Option
- Projects Management
- Optimized for Search Engines
- Must be Shareable
- Bond Subscribe
- Equity Subscribe
- Bulk Emailing
- Video embeds
- Navigation Bar
- Strong security of codes
- Cookie Consent option
- Cache Clear Option

CMS for Managing Pages:

CMS platforms provide a dashboard where you can see a list of all pages.

- ✓ Page Title
- ✓ Page URL Slug (/about, /contact)
- ✓ Status (Published/Draft)
- ✓ Last Updated
- ✓ Actions (Edit, Delete)

Example:

- ✓ **Title:** "About Us"
- ✓ **Slug:** /about
- ✓ **Content:** Rich Text
- ✓ **SEO Metadata:** Title, Description, OG Image
- ✓ **Published Status:** Draft / Published

Building a Custom "Web Page Master List" in Laravel:

If you want full control, you can create an admin panel (/admin/pages) to manage all website pages.

Steps to Build:

- ✓ Create a database (MySQL) to store page details.
- ✓ Fields: title, slug, content, status, updated at
- ✓ Develop a Laravel Admin Dashboard (/admin/pages).
- ✓ Fetch all pages from the database.
- ✓ Display them in a table with edit/delete buttons.
- ✓ Create a New Page
- ✓ Edit Page Content
- ✓ Delete Page
- ✓ Use Laravel Dynamic Routing/pages/ to dynamically generate pages.

◆ Tech Stack:

- ✓ Laravel web admin
- ✓ Database: MySQL
- ✓ UI: Bootstrap for listing pages

Admin Module Features:

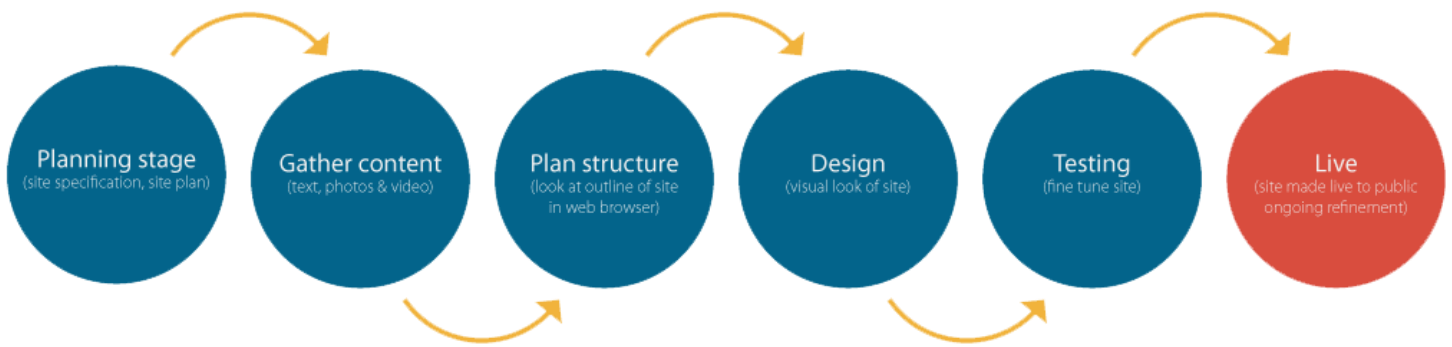
- Header with Logo master
- Navigation master
- Main banner (add, edit, delete)
- Home page management
- About us master
- Projects master
- Media master
- Investor Relations master
- Sustainability master
- Blog management master
- Careers master
- Contact master
- Bulk email master

REQUIREMENT:

- 1) UI/UX Design
- 2) Frontend Development
- 3) Backend Development

Website design

- Planning
- Requirement gathering
- Plan Structure & sitemap
- Website Design (Desktop)
- Website Design (Smartphone, tab, iPad)



Website Development

- Mobile Responsive (Smartphone, Tab, iPad, Tablet)
- SEO Friendly
- Front-end Development
- Testing
- Go Live

Technology:

- Frontend (Bootstrap)
- Backend PHP, Laravel Framework
- Database MySQL

Browser Compatibility

- IE 10
- Firefox
- Chrome
- Safari
- Microsoft edge

Laravel Common CMS Website Design Development Timeline:

Working Days

Sr. No	Section	2	15	15	45	10	1
1.	Planning & stationery						
2	Website UI/UX design						
3.	Frontend development						
4.	Backend development						
5.	Testing						
6.	Go Live						

PRICING

Sr. No	Particulars	Amt (INR)
1.	Website UI/UX Design Charges	40,000
2.	Frontend Development Charges	60,000
3.	Backend Development with CMS Charges	140,000
	Total Amount =	240,000

- Taxes GST 18% Extra (as applicable according to Govt. regulations)

Payment Terms and Conditions:

- 50% Advance project Sign off
- 25% Middle of work completion
- 25% Go-Live

Payment Breakup:

1. We will be complete the UI design & front-end development work upon receipt of a 50% payment.
2. We will be complete the backend development work upon receipt of a 25% payment.
3. We will be complete the testing & live work upon receipt of a 25% payment.

Timeline Breakup:

1. Planning & stationery duration would be 2 days
2. Website UI design duration would be 15 working days
3. Frontend development duration would be 15 days
4. Backend development duration would be 45 working days
5. Testing duration would be 10 working days
6. Live 1 day

Note:

1. Three months support after live project.
2. Project duration total 88 working days.
3. Website content material will be providing by client side.
4. Quick action call or message on website.
5. Please note that the advance payment is critical for starting work on the Project.
6. Project deliveries will be subject to getting all the inputs, access, design imperatives and photos from the client end.

Support & Maintenance:

4. **PHP, Laravel website support & maintenance annul charges will be Rs. 72,000 + GST.**

LARAVEL IS A PHP FRAMEWORK THAT USES THE MVC ARCHITECTURE

Framework: It is the collection of methods, classes, or files that the programmer uses, and they can also extend its functionality by using their code.

Architecture: It is the specific design pattern that the framework follows. Laravel is following the MVC architecture.

Advantages of Laravel

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Creating authorization and authentication System

Integration with tools

Mail Service integration

Handling exception and configuration error

Automation testing work

Separation of business logic code from presentation code

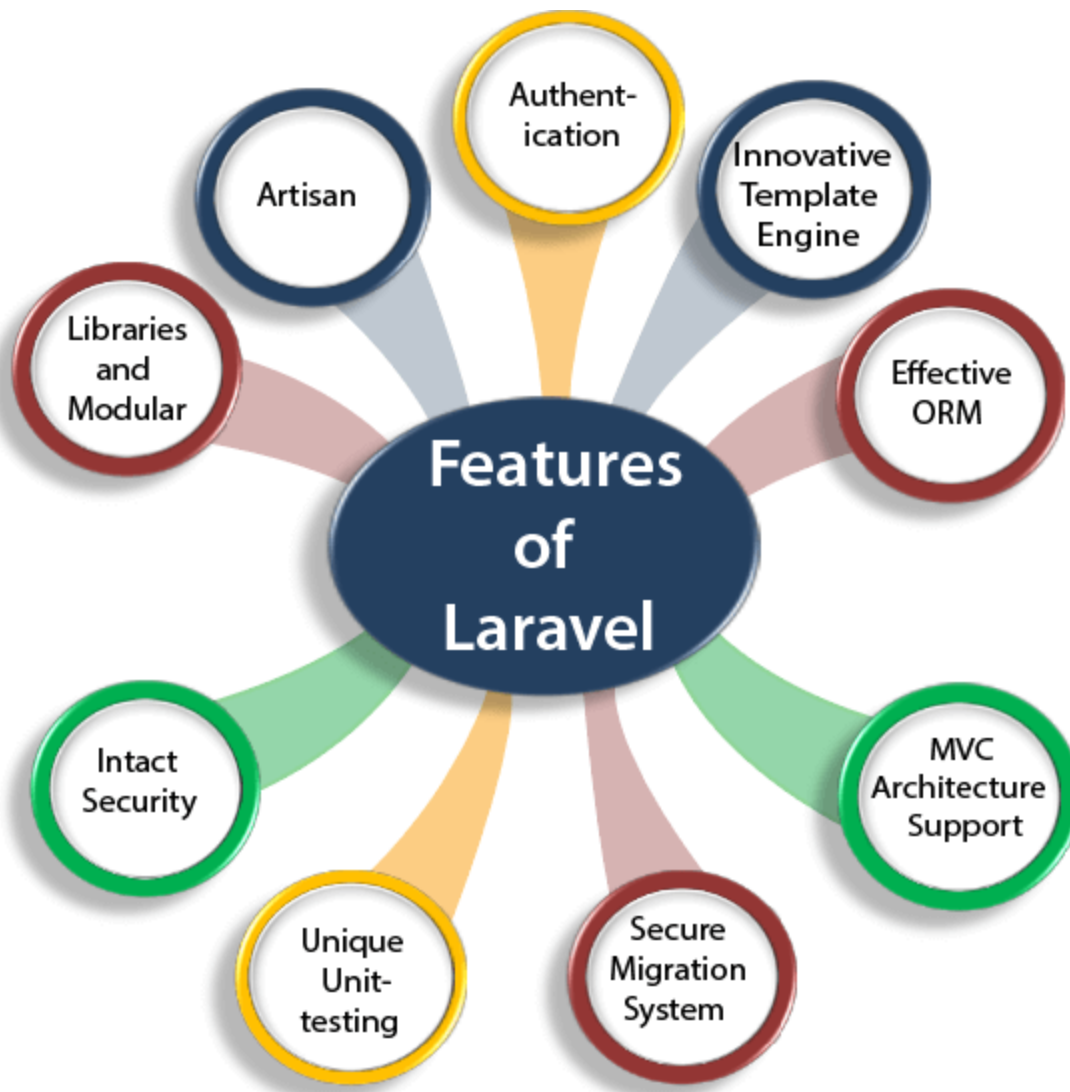
Fixing most common Technical Vulnerabilities

Scheduling tasks configuration and management

Features of Laravel

We know that PHP is the oldest programming language used by the programmers, and more than 20 million websites are developed by using PHP. PHP is a very suitable programming language as it satisfies the business requirements whether the business is big or small. Laravel is one of the most popular frameworks having a high rich set of functionalities.

Laravel is provided with a well-defined toolbox that allows the developers to write less code leading to less possibility of errors.



Santosh
Thanks/Regards
Save As Web