Amplex Website Proposal

Summary: Proposing to implement a corporate brochure website with a custom content management system (CMS), custom plant catalog, and publish to third party hosting environment. Also to provide custom adobe acrobat forms.

Deliverable: Single published web site, running on custom content managed system. Please note that this website will be delivered with a skeleton structure of pages and content. It is Amplex's responsibility to edit the website to include the necessary copy and to complete page structure. The code delivered may not be reused for any other purpose than this initial web site. Source code is available on termination of relationship.
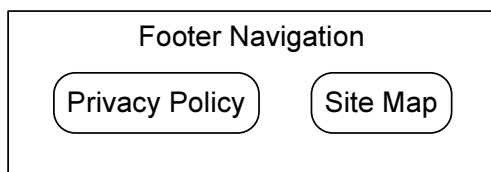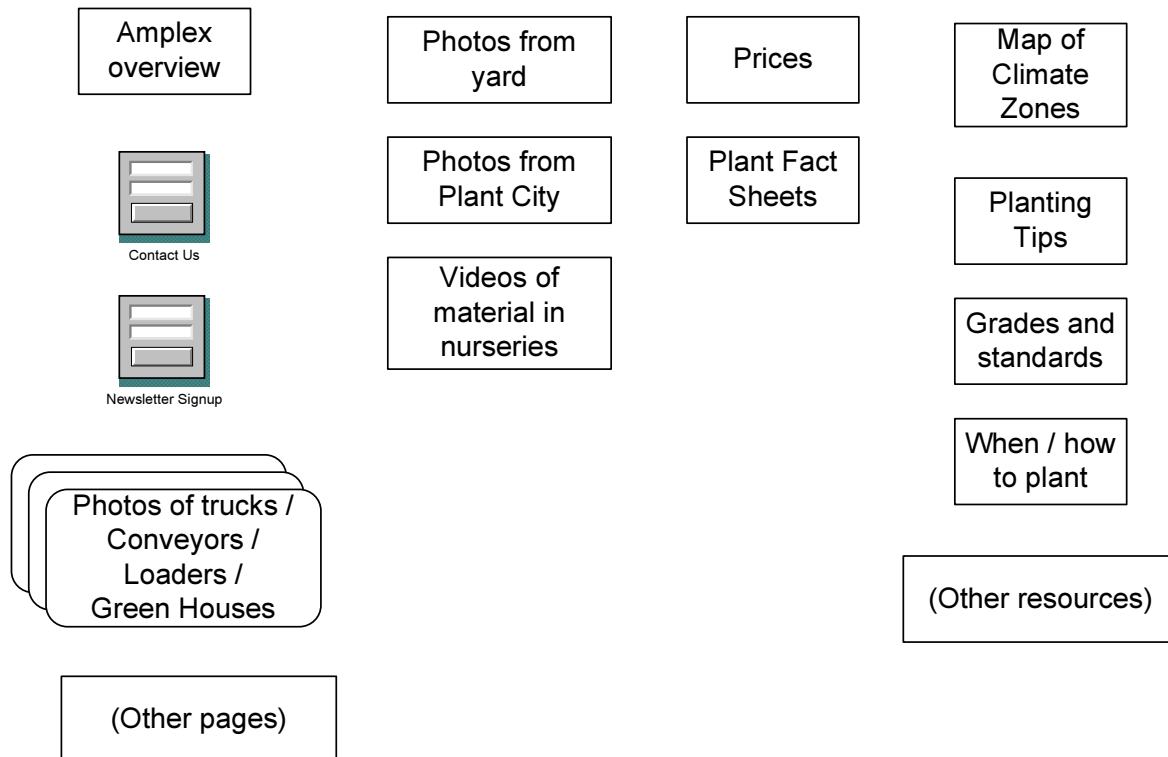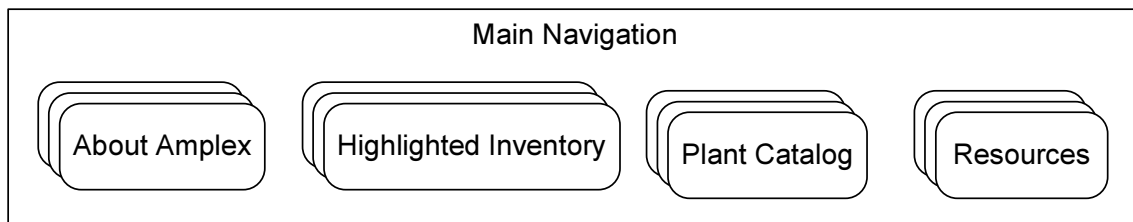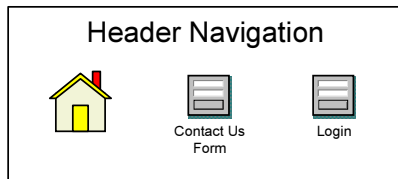
Estimate: 38 hours of design, development, training at $55 / hour. $2090.

Terms: All work to be performed time and materials at labor rate $55/hour with no material cost expected. Time expected includes management, web site design, software development, web site and database setup, and training. Rates vary for copy writing, content population, and online marketing services. 50% of estimate is due upon execution of agreement, accrued charges are billed monthly with payment due upon receipt of invoice. All outstanding charges due prior to publishing of live site.

Warranty: Site is warranted to behave as accepted for 90 days. Any issues arising after that time may be resolved at current rate.

Site Map

The site map shows a graphical representation of the layout of the website. Refer to the text of the site details for any conflict between the site map and the site details.

Header Navigation

Contact Us Form

Login

Main Navigation

| About Amplex | Highlighted Inventory | Plant Catalog | Resources |

| Amplex overview | Photos from yard | Prices | Map of Climate Zones |

Contact Us

| | Photos from Plant City | Plant Fact Sheets | Planting Tips |

Newsletter Signup

| | Videos of material in nurseries | | Grades and standards |

| | | | When / how to plant |

Photos of trucks / Conveyors / Loaders / Green Houses

(Other resources)

(Other pages)

Footer Navigation

Privacy Policy   Site Map

Site Details

Project Setup

Marketing friendly Content Management System (CMS) application will be created to host Amplex website. Full details of CMS capabilities included in addendum to this document.

- Initial project creation

- Setup on production hosting environment

- Post release testing

Development Effort: 3 hours

Home Page Template

Home page template to include header navigation, search control, slideshow of current offerings, content editable regions including calls to actions, footer navigation.

- Artwork

- Html Cut

- Development Integration

- Post integration style updates

Design Effort: 6 hours
Development Effort: 3 hours

Interior Page Template

Interior page template to include header navigation, search control, subpage navigation, content editable regions, footer navigation.

- Artwork

- Html Cut

- Development Integration

- Post integration style updates

Design Effort: 4 hours
Development Effort: 2 hours

PDF Forms

Electronic Fillable Pdf forms will be created to be emailed to clients / potential clients.

- Forms include Customer Information Form, TODO, TODO, additional forms

- Forms will be created from existing word docs where available

- Adobe Acrobat form fields will be added to the forms. Completed forms can then be saved by Acrobat Reader and attached to emails.

Design / Development Effort: 1.5 hours per form

Plant Catalog

The website will display a searchable catalog of plants. Functionality will include:
- Individual plant types will be added by the administrator of the website
- Plant types will include a name and a short description.
- A representative photo may be uploaded for each plant type.
- Multiple sizes and corresponding prices may be set for each plant.
- A content managed page may be associated with each plant type, this page can contain a more thorough description including more images.
- Plants will be presented alphabetically and grouped by initial letter of the plant name
- Plant catalog will be presented in an area protected by user name / password.

Development effort: 10 hours
Design effort: 2 hours

Training

Roughly two hours of training on content management system and plant catalog administration is expected.

Content Creation

Content creation services are available.

Content Population

Content population is available at $35 / hour.

Content Management System

Technology: .NET 3.5, SQL Server 2005, medium trust level.

Hosting: Site is expected to be hosted on GoDaddy.com. Many other hosting vendors are available which will be compatible with the site. Additional time beyond included estimate may be necessary for publication on another service.

Feature set:

- **Content management:** application avails non-programmer to add / modify / delete pages within web site. Includes ability to modify html content via wysiwyg or text editor, and upload images and documents.

- **Header Navigation**: main header navigation includes drop down menu which includes pages dynamically created.

- **SEO management**: seo attributes of individual pages may be maintained, including page titles, keywords, descriptions.

- **XML sitemap**: a Google compatible xml sitemap is automatically generated by the website. Individual pages may be configured to be included / excluded from this sitemap with attributes.

- **Breadcrumbs plugin**: breadcrumbs may be displayed on subpages to indicate location within site hierarchy

- **Sub Page Navigation**: subpage navigation includes multilevel sticky indication of hierarchy of subpages

- **SiteMap plugin**: site map plugin may be included to provide site-wide hierarchy.

- **Forms plugin**: forms may be created with dynamically configured fields. Form submissions may be posted to administrative email address, as well as to external url provided by a system such as SalesForce. Form postings are stored in the database and may be exported to Excel.

- **Site search plugin**: simple search plugin provides keyword search results

- **Security administration**: users and roles may be setup to restrict access to certain areas within website.

- **Slide show plugin**: the slide show plugin permits the setup of a continue display of slides, each which may contain an uploaded image, text, and an associated link.

Additional features and plugins to SCMS will be available over time and upgrades will be made available at time and material cost.