

Amplex Website Statement Of Work

Summary: Providing a corporate brochure website with a custom content management system (CMS) and publish to third party hosting environment. Also providing custom adobe acrobat forms. Details follow.

Estimate: 25.5 design / development hours @\$55/hour, \$1402.50.

Terms: All work to be performed time and materials at labor rate \$55/hour with no material cost expected. Work to be performed by Jerry Woodlock and Lawrence Railey. Time expected includes management, web site design, software development time, web site and database setup. Rates vary for copy writing, content population, and online marketing services. 50% of estimate due at execution of this contract, continuing costs will be billed at monthly intervals, due upon receipt of invoice. All outstanding costs due prior to turn on of production website.

Deliverable: Single published web site, running on custom content managed system. Full implementation of website to occur within 45 days of sign-off of design. Code may not be reused for any other purpose than this initial web site. Source code is available on termination of relationship.

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

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Functionality and associated Effort

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

Design Effort:

Development Effort: 3 hours

Home Page Template

Home page template to include header navigation, search control, custom animated panels presenting business areas, custom slider presenting featured items, content editable regions including calls to actions, footer navigation.

- Artwork
- Html Cut
- Development Integration
- Post integration style updates

Design Effort: 10 hours

Development Effort: 5 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 so that clients may download, print, and mail/fax back to Amplex.

- Forms include Customer Information Form
- 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 either printed or attached to emails.

Design / Development Effort: 1.5 hours per form

Featured Items

The home page of the website will display a set of 'Featured Items'. Each of these will include a title, a summary, and a link to an interior page of the website. These will be displayed on the home page as a series of panels, with controls so the visitor may see several items at a time, then fast forward or reverse to see other sets of items. Initially, administration of the featured items will be accomplished by setting attributes of individual web pages – if this is satisfactory, no additional coding time will be necessary to set up. If a cleaner purpose built user interface is desired, a custom admin will be created.

Design / Development effort: included in home page estimate.

Content Creation

Content creation is available at rate of \$55 / hour.

Content Population

Content population / data entry is available at rate of \$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.