## Amplex Website Proposal

## 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.

1. Initial project creation
2. Setup on production hosting environment
3. Post release testing

Design Effort:

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.

1. Artwork
2. Html Cut
3. Development Integration
4. 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.

1. Artwork
2. Html Cut
3. Development Integration
4. Post integration style updates

Design Effort: 4 hours

Development Effort: 2 hours

## PDF Forms

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

1. Forms include Customer Information Form, TODO, TODO, additional forms
2. Forms will be created from existing word docs where available
3. Adobe Acrobat form fields will be added to the forms
4. An ‘Email’ button will be added to the forms to enable submitter to send to Amplex

Design / Development Effort: 1 hour per form

## Plant Catalog

The website will display a searchable catalog of plants. Functionality will include:

1. Individual plant types will be added by the administrator of the website
2. Plant types will include a name and a short description.
3. A representative photo may be uploaded for each plant type.
4. Multiple sizes and corresponding prices may be set for each plant.
5. A content managed page may be associated with each plant type, this page can contain a more thorough description, more images.
6. Plants will be presented alphabetically and grouped by initial letter of the plant name
7. Plant catalog will be presented in an area protected by user name / password.

Development effort: 10 hours

Design effort: 2 hours

## Content Creation

Content creation available.

## Content Population

Content population is available at rate of $35 / hour.