Web Site Design Proposal

Prepared for: Christine Mc Clure

**Goodhue Designs**

**133 Glendale Ave   
Asheville NC 28803**

**(828) 713-3168**

**5/17/2014**

# Tonya Stewart

This document contains information that covers the client’s background, project goals, project recommendations, fee summary, project timeline, fee schedule, and what to do next

# Company Profile

**Client Name**: Christine Mc Clure

**Phone:** (828) 713-3168

**Email Address:** chrisinemcclureak@gmail.com

**Type of Project:** Standard Web Design

# Client Background

Christine Mc Clure is actively involved in researching and providing information about the different regiments who took part in the building of the Alaska Highway System between the years 1942-1943. Her focus for the website is to make information available on all the different Regiment and give users a way to contribute any material they have on the building of the Alaska Highway System. The primary purpose of this website is to provide only information on the 93 Regiment.

# PROJECT GOALS

Christine Mc Clure requires a website that:

* Displays information in a user-friendly format
* Easy to navigate
* Has a contact form
* Maintain the overall look and feel of the branding message
* Easy to maintain, edit, and add new information through the implementation of WordPress
* Allow users to follow the website via the blog
* Allow users to contribute to the website

# PROJECT RECOMMENDATIONS

To meet the goals outlined for Christine Mc Clure’s new website, I recommend an original website design that will:

* Organize content so it is easy to find and read
* Implement a site-wide search field
* Make the content scannable by emphasizing certain words and links when necessary
* Include a contact form for users to contact Christine McClure with a CAPTCHA feature to avoid spammers
* Use a photo gallery to display all images
* Incorporate an Interactive Map so users can select individual areas
* Include social media buttons, which will allow users to follow the website (i.e. Facebook, Pinterest, etc.…)
* Be updateable by Christine Mc Clure by means of a content management system (CMS) (i.e. WordPress)
* Use simple navigation and breadcrumbs to ensure website is user-friendly and easy to follow
* Include a forum that allows users to contribute to the website

# Fee Summary

## Website Design

Includes two homepage/two interior page concepts with two revisions, to be followed by complete site design with one revision.??? What do you mean???

**$500.00**

## Website Development

Includes

* Up to 15 webpages providing users a lot of options for creating content (how so?)
* 100% unique design
* 100% valid HTML/CSS coding to ensure a “Google-friendly” design which helps your search ranking
* Cross-Browser compatibility (IE9, Chrome, Safari, FireFox, and Opera) so that your website is viewed correctly no matter what computer (Apple or PC) is viewing it
* SEO-semantic markup to help your search ranking
* Flash-free, so visitors can view your website on Apple products
* WordPress CMS Platform
* Contact form for capturing visitor’s information
* Breadcrumb navigation so users can find their way back to previous pages, creating a better user experience
* Cleanliness which enables visitors to “get around” better and not seem so cluttered
* HTML Sitemap Page
* Systematically check for broken links within website to ensure a more “Google-friendly” site
* Email distribution list and integration into website to capture emails from users
* Social bookmarking, which allows users to share content across multiple social platforms
* Users can interact with a forum and make comments (via the blog in comments section)
* Protection against spam on forums

**$1,000.00**

## Project Total

***$1,500.00***

# Project Timeline

I offer the following timeline for the design and development of an original website:

## Discovery

Analysis of Christine Mc Clure’s design needs and preferences

5/24/14

## Website Concept Design

Two concepts complete of the home page and two interior portfolio pages

6/7/14??? Why portfolio pages??? I do not understand this sentence.

## Website Complete Design

One final concept Homepage and two interior pages (what happened to the 15 pages???)

7/5/2014 (there is a two week break for vacation (June 15-29)

## Website Development

HTML/CSS coding with CMS integration What do you mean???

8/2/2014

# Fee Schedule

The above pricing is effective through May 30, 2014. One-half of total project fee ($750) is due upon contract acceptance with remainder ($750) due upon project completion.

# Next Step

To Proceed with this project, Christine Mc Clure is required to take the following steps:

1. Accept the proposal as is or discuss desired changes. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.
2. Finalize and sign contract.
3. Submit initial payment of 50% of total project fee.

# Closing

I value your business and look forward to assisting you in building your website. Please let me know if you have any questions, comments, or concerns and I’ll be happy to address them. I look forward to your reply and have a great day.

Sincerely,

Tonya R Stewart

Owener, Goodhue Design