KG Genius Labs

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Technical Specification

for

DEV ASSOCIATES

Prabhu Ashish, 1A, Yadav Nagar,
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Document History

Version	Editor	Date	Version Summary
V 1.0	Team - Gig	18.06.2024	Initial Quote 1.0

Scope Document for Dev Associates Website Development

Project Overview

Dev Associates, a reputable building construction company, has commissioned us to develop a professional and SEO-optimized website. The primary objective of this project is to establish a strong online presence that highlights the company's services, portfolio, and expertise, while also attracting potential clients through effective search engine optimization.

Project Objectives

1. **Develop a User-Friendly Website**: Create an intuitive, easy-to-navigate website that provides comprehensive information about Dev Associates.
2. **SEO Optimization**: Implement SEO best practices to improve the website's visibility on search engines and attract organic traffic.
3. **Responsive Design**: Ensure the website is fully responsive and provides an optimal user experience on all devices.
4. **Showcase Portfolio**: Develop a section to showcase completed projects, client testimonials, and case studies.
5. **Lead Generation**: Implement contact forms and call-to-action elements to facilitate lead generation.

Project Scope

1. Website Design and Development

- **Homepage**: An engaging landing page with an overview of Dev Associates, including a hero image/slider, brief introduction, and key services.
- **About Us Page**: Detailed information about the company's history, mission, vision, team members, and certifications.
- **Services Page**: Detailed descriptions of the construction services offered, including residential, commercial, and industrial projects.
- **Portfolio Page**: A gallery showcasing completed projects with images, descriptions, and project details.
- **Testimonials Page**: Customer testimonials and reviews.
- **Blog/News Page**: Section for industry-related articles, company news, and updates.
- **Contact Us Page**: Contact form, company address, phone number, email, and Google Map integration.
- **Chat and WhatsApp Integration** : Implement live chat and WhatsApp integration for real-time customer engagement.

2. SEO Optimization

- **Keyword Research**: Conduct thorough keyword research to identify relevant terms and phrases.
- **On-Page SEO**: Optimize meta tags, headers, images, and content for target keywords.
- **Technical SEO**: Ensure proper website structure, fast loading times, mobile-friendliness, and secure connections (HTTPS).
- **Content Strategy**: Develop a content plan focused on high-quality, keyword-rich blog posts and service pages.
- **Local SEO**: Optimize for local search results, including Google My Business listing and local citations.

3. Responsive Design

- Develop the website to be fully responsive and compatible with various devices and screen sizes, ensuring a seamless user experience on desktops, tablets, and smartphones.

4. Lead Generation

- **Contact Forms**: Design and integrate contact forms on relevant pages to capture leads.
- **Call-to-Actions (CTAs)**: Strategically place CTAs throughout the website to encourage user engagement and conversions.

5. Testing and Quality Assurance

- Conduct thorough testing across different browsers and devices to ensure compatibility and functionality.
- Perform SEO audits and checks to ensure optimization efforts are effective.

6. Support

- Provide training for the Dev Associates team on how to use the CMS and manage website content.
- Offer post-launch support for a specified period to address any issues or concerns.

Deliverables

1. Fully functional, SEO-optimized website.
2. SEO report detailing keywords targeted, on-page optimization, and technical SEO work.
3. Responsive design implementation ensuring compatibility across devices.
4. Contact forms, CTAs, and lead generation tools integrated into the website.

Client Responsibilities

The client is responsible for the below activities of the development life cycle

- Requirements Gathering and Elicitation
- Review of time estimation
- Clarification of requirements on time
- User Acceptance Testing
- UAT and Production Deployment

Timeline

- Project Kickoff   : 19.06.2024
- Design Phase   : 19.06.2024 to 23.06.2024
- Development Phase : 25.06.2024 to 08.07.2024
- Testing and QA   : 09.07.2024 – 10.07.2024
- UAT Demo   : 11.07.2024
- Launch   : 12.07.2024

Budget

- Total Project Cost : Rs. 40,000/- (Including GST)
- Payment Milestones:
  - 25% at the time of Scope Document Confirmation
  - 25% upon completion of design phase
  - 25% upon completion of development phase
  - 25% upon successful launch

Acceptance Criteria

- The website meets all specified requirements and objectives.
- The website passes all functionality and compatibility tests.
- Dev Associates team is trained on using the CMS and managing website content.
- SEO goals are met as outlined in the SEO strategy plan.

Terms and Conditions

- All project-related materials and deliverables will be the property of Dev Associates upon final payment.
- Any changes or additions to the project scope will require a written agreement and may incur additional costs.

Appendix A - Acceptance

We thank you for your consideration. We look forward to your acceptance of our proposal and the opportunity to work together.

Sincerely, KGGL

Name: **Mr. Aravind Kumar Rajendran**

Designation: **CEO**

Date: **18.06.2024**

We have read and understood the contents of this proposal and accept this proposal as a legally binding framework.

Sincerely, Dev Associates

Name: **Mr. A. Karthik**

Designation: **Managing Director**

Date: **18.06.2024**