

Website Design and Development Proposal for

ART OF THE SCARF

Presented Friday, March 11, 2016

Trevellyan.biz

Quote valid for 30 days.

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Nancy and Joe,

It was very nice meeting you both and learning about your product “The Art of the Scarf.” You’ve done an excellent job getting the product into the hands of small retailers and building a following. Now you are ready to step things up and make your product available to an even larger audience.

We can help you expand your reach through online sales. We can assist you with setup on a variety of established online marketplaces, build your own online store, and strengthen your online presence.

In this proposal we offer three options, but to be clear, these options are not carved in stone. We can scale the project to whatever budget makes sense for you.

If you have any questions or need clarification regarding any information contained in this proposal, please feel free to call us at 518.392.0846 or email info@trevellyan.biz. We look forward to reviewing this proposal with you over the phone on Wednesday, March 16 at 9:00am. We will call you at (845) 889-8006.

Sincerely,
Suzanne & Robert Trevellyan

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About Your New Website

Your current website is a good start. Most of the visitors are probably people who have heard of your product and want to learn more. We want your new website to also draw visitors who are looking for ways to tie their scarf but may not know that your product exists. When someone searches “How to Tie A Scarf,” we want your website to rank.

Creating New Content

The single most important element of any website is the content that it contains. In order for your site to rank when someone Googles a phrase such as “How to Tie A Scarf,” the content of your site, the words and headlines, must contain information of interest to people researching this subject. Text must be written naturally, and code applied appropriately. There are no shortcuts.

The pages that your site already has include • *Home* • *About* • *Retail Locations* • *Contact*. We agree that these are important subjects. In addition, we will make recommendations for new topics and we may suggest expanding on some of the existing topics. To drive new people to your site we need to determine, “What topics might someone looking for products you offer search for online?” The more information we provide, the more likely your site is to get found.

Part of our job will be to offer suggestions for new content. How a site looks is important, and it can be the most fun part of the project, but the thing that will drive traffic to your website is good content that your target market will find useful. You want to present yourself as an authority and support that assertion with content to back it up.

This proposal does not include writing or editing, but we will offer suggestions for making content search-engine friendly. We are available, for an additional fee, to write content for you.

Why Your Website Needs To Be Mobile Friendly

What does it mean to be Mobile-Friendly? The layout of a mobile-friendly website automatically adjusts to the screen size of the user’s device, making it easy to read and navigate. It is also designed to load quickly. Your current site is not mobile-friendly.

There are many reasons why your website needs to be mobile friendly.

1. In 2015 Google began rewarding mobile-friendly sites with improved search ranking. If your site is not mobile-friendly, your site will be demoted in mobile search rankings.
2. According to a 2015 Google study “29% of smartphone users will immediately switch to another site or app if it doesn't satisfy their needs (that is, they can't find information or it's too slow).”

The Benefits of Using A Content Management System (CMS)

One of the major benefits of using a CMS is that it simplifies site maintenance. Using a CMS makes changing your site's content faster, easier and less error-prone. (There will be instances where you will want to come back to us to make a change for you, such as structural changes or additions to functionality.)

Your current website is built on with GoDaddy's website builder. It has components and applications that function as part of a CMS, but the software itself is design-driven and, as such, not a pure CMS. We will build your new site with WordPress.

Other Features

Compelling Homepage

We would like the new site to include an easily updatable main image, so you can change it frequently. Imagine a floral scarf in spring, something bright in the summer, cool colors for the fall, a holiday design in December, and snowflakes in winter. Since your product is likely to be given as a gift, these compelling images could be the thing that makes someone decide that this extra special gift is perfect for their occasion.

Calendar of Events

If you have a need, we can include an online calendar. Perhaps you do in-store demonstrations or attend gift fairs. There are a number of ways that we can build calendar functionality into your website.

Search Engine Optimization

The way a site is built can affect the success you are able to achieve later in search. While optimization is not a one-time event, a new site built by us will include basic onsite and offsite search engine optimization. We will integrate Google Analytics, Google Webmaster Tools, and Google MyBusiness, and we will make sure that your Yelp and Manta listings are up to date.

Area for Improvement

Images

Pictures sell. To build a strong and compelling website, you are going to need high quality, high resolution images. We can probably make use of the images from your cards, but we strongly recommend working with a professional photographer who understands product photography to create strong images that we can use on your website and on other platforms, such as Amazon. Since many people will be giving this as a gift, they want to be sure that what they are sending is of the highest quality, and good pictures reinforce this. This photographer could also shoot a model wearing seasonal scarves.

Detailed Project Timeline

We are a web design and development company first. We believe that to create intuitive, effective websites, we must have a solid understanding of your business and customers.

I. DISCOVERY

Estimated time: 1 week

This is the planning phase. The first thing we will do is send you some questions to help us better understand your business, expectations and taste. We will also provide you with a document that contains all the text from all the pages on the current site. You will then be able to make any/all changes directly to this electronic document.

II. CONTENT DEVELOPMENT

Estimated time: TBD by you

Using the Word document as a guide, you will finalize all content for the website.

III. ARCHITECTURE

Estimated time: 1 week

You return the document to us, we review it, and then determine the best way to organize the information. We will use a combination of convention and creativity to make sure that your visitors can find the content they need quickly and easily.

When we have received all content from you, all words and images, and the final structure has been determined and approved by you, we will begin the design phase. Please note that design does not begin until all content has been received. At this point any content changes or additions will incur additional fees.

IV DESIGN

Estimated time: up to 3 weeks

A. Desktop

We will create a custom website design that suits your functionality requirements and usability best practices.

- 2 concepts
- 1 design based on concept feedback
- 2 rounds of revisions
- Mockups for homepage and sample inside page

B. Mobile

We will create a mobile design that will make browsing on small screens an enjoyable experience. We accomplish this by making the site responsive to various screen sizes.

V. DEVELOPMENT

Estimated time: 3-4 weeks

When we've received approval on the desktop and mobile designs, we will move to implementation. This is where the approved design becomes concrete and we add site-specific features.

VI. CONTENT

Estimated time: 1-3 weeks

At this point in the project we typically take the content and insert/format it in the content management system.

VI. SEARCH ENGINE OPTIMIZATION

Estimated time: 1-2 weeks

Will perform basic optimization. We will also add share and like buttons to make it easy for visitors to share your content.

VIII. TESTING

Estimated time: 1-2 weeks

(Change requests at this point in the project will be limited to 4 hours.)

Final testing to ensure that everything is functioning. You will be able to test the site at this time too.

IX. LAUNCH

Estimated time: 1 week

Once we have your final approval, we will launch the site. This marks the end of the project.

Right now are scheduling new projects to begin in April. A deposit secures your spot on our development schedule. We will work with you to set deadlines for the deliverables that are your responsibility. If you are unable to meet an agreed deadline, we reserve the right to reschedule your project to a later date. The project will be repriced if, due to you not supplying deliverables, the project does not progress for a period of 12 months. If the new price is not accepted, the deposit will be forfeited.

Proposal for New Website

All Options Include:

- Content Management System
- Mobile-Friendly Layout
- Basic Search Engine Optimization
- Ability to add new products at any time
- Our link will appear in the footer and your site will be included in our portfolio.

Basic\$3,600

Design of a mobile-friendly website with a contemporary theme using existing content, plus up to five new pages and an online store. This option includes up to 2 hours of meetings at our location.

Premium\$4,500

Basic plus a Blog and basic calendar. This option also includes up to 2 hours of meetings in or near Staatsburgh.

Above options require a deposit of one third to start, and one third after design approval. The final third is due at launch (or no later than one calendar month after start of Testing phase).

Time and Materials

We will track the time we spend and any expenses incurred and bill you every other week, or every 10 hours, whichever is sooner. Payment on all invoices is due on receipt, and can be made by check or any major credit card. We require an initial deposit of \$1,700 for 20 hours of design and development time (\$85 per hour).

This option gives you the flexibility to make as many or as few changes as you like at any stage of the project.

Ongoing Costs with All Options

1. HOSTING

We recommend a VPS hosting plan from DreamHost.

Self-Managed Hosting Account \$180/year

A. This is a high performance hosting plan from DreamHost that we recommend for its combination of performance, reliability and flexibility at a very reasonable price. You are solely responsible for hosting and domain renewal, including keeping billing information up to date. DreamHost bills you monthly for this plan.

Fully Managed Hosting Account \$265/year

- A. The same high performance hosting plan as above.
- B. We add ourselves to the account as a billing contact so we can keep track of your domain registration and hosting renewals and make sure billing information stays current. We bill you \$85 annually and the hosting company bills you monthly as above. Our \$85 annual management fee is waived if you choose option 1 below under Site Backups & Software Updates.

2. DOMAIN NAME REGISTRATION

You have one domain registered with [register.com](https://www.register.com) and one with GoGaddy. If you like, we can transfer your domain registrations to your DreamHost account, for which we would charge one hour's labor (\$85).

3. ADD-ON COMPONENTS \$TBD

If your website requires features that can be implemented using ready-made add-on components rather than custom coding, we will use those ready-made components. If any component requires a licensing fee, we will seek your approval before proceeding and bill you separately.

If your site requires stock images, we will provide you with options and pricing. We will bill you separately for these images and the time it takes us to find them.

4. COMPONENT UPDATES

WordPress websites use components known as themes and plugins for appearance and functionality. We select components carefully, weighing various factors, including the developer's track record of providing ongoing support. However, it is inevitable that a developer sometimes withdraws support for a component. The impact of this may be large or small, depending on what role the component plays. Should this occur with your site, we will let you know as soon as possible so we have time to discuss options, and we will provide a good-faith estimate of the costs involved. In the ten plus years we have been using WordPress, there have only been two components that became unsupported where the impact on client sites was significant.

5. PAYMENT PROCESSING

We recommend accepting payments by credit card and PayPal. The credit card gateway we recommend charges 2.9% + \$0.30 per transaction, with no monthly fees. Funds are typically deposited in your bank account within 2 business days. **PayPal transaction fees are the same, and you can spend funds directly from PayPal or transfer them to your bank account manually.**

6. SITE BACKUPS AND SOFTWARE UPDATES

Please see “Site Backups & Software Updates” below.

7. SSL CERTIFICATE

Please see “Why Your Website Should Use HTTPS Instead of HTTP” below.

Site Backups & Software Updates

Websites are constantly under attack from hackers, whose typical goal is to install malware that will try to infect the computers of website visitors or redirect them to other malicious websites. The best way to protect your site and your visitors is to keep the website software updated. It is also vital to have up-to-date backups in case the site breaks or is hacked and needs to be restored from a clean version.

We propose setting up an automatic change monitoring and backup system for your website. This system will monitor for changes on a daily basis. Whenever changes are detected, it will make a new backup and will also send notification of those changes by email. By reviewing the content and timing of these notifications, it's possible to discover malicious activity at an early stage and minimize the impact. For an explanation of how a system like this works, read the introductory information at <https://codeguard.com/> or click the "See How CodeGuard Works" button for more details.

Option 1: Recommended

We Monitor Change Notifications and We Install Updates - \$39/month

We receive the change notification emails for your site and review them for anything suspicious. If we discover malicious activity, we restore the most recent clean backup at no additional charge. We also monitor your website for pending updates and install them on a weekly basis. If an update causes problems, we restore a working version at no additional charge. Under this plan we also set up an automatic uptime monitoring service, which alerts us if your site is offline. We report any sustained outage to the hosting company and work with them to get your site back online as quickly as possible.

This option is invoiced every 3 months and includes the cost of the CodeGuard service. There is no charge for setting up this plan.

Option 2: Default

You Monitor Change Notifications and You Install Updates - \$85/hour

You receive the change notifications and you are responsible for installing software updates. At any time, you are welcome to forward a change notification to us for review, or to ask us to install pending updates. If your site breaks or is hacked, we will be happy to help fix it. If you ask us to make changes to your site and there are software updates pending, we will make a backup and install the updates before we begin work. Due to the potential security risks, we will not make changes to a website with pending updates.

Time we spend under option 2, including setup, is billed at our hourly rate of \$85. You pay CodeGuard directly (currently \$5/month billed annually).

Why Your Website Should Use HTTPS Instead of HTTP

When you visit a website, your computer and the web server communicate using a protocol known as HTTP. This stands for Hypertext Transfer Protocol. HTTP has inherent weaknesses that are important to recognize.

HTTP Can Be Intercepted

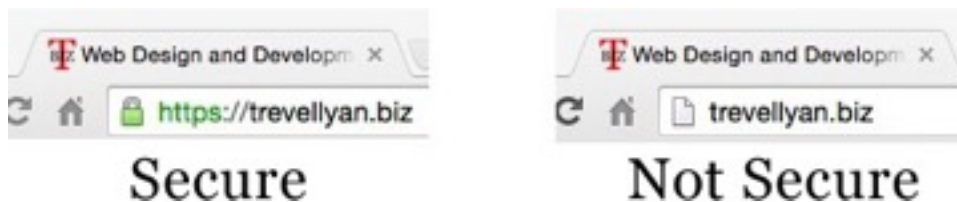
One weakness of HTTP is that the information passing between your computer and the website is not encrypted. This means it is theoretically possible for an attacker to intercept and read the contents.

HTTP Cannot Be Verified

Another weakness is that your computer can't verify the identity of a website using HTTP, making it theoretically possible for an attacker to impersonate the site you're visiting in an attempt to deliver malicious content, or to steal sensitive information.

Both of these weaknesses in HTTP can be solved by using a secure communication channel. The current standard for this type of communication is Hypertext Transfer Protocol over Transport Layer Security, known as HTTPS.

You can tell if the website you're visiting uses HTTPS by looking at the address bar at the top of your browser. A connection using HTTPS will be indicated with a symbol such as a padlock or key. It will also display HTTPS at the start of the address, like this:



If your users log into your website or if you run an online store, it should be obvious why HTTPS is the way to go. But what if you have a website that merely presents information? If there is no transfer of sensitive content, why should it use HTTPS?

My Website Doesn't Handle Sensitive Information. Why Should I Care?

Google's search rankings favor HTTPS over HTTP. It can also boost confidence when visitors see the security symbol and HTTPS as part of the address. Using HTTPS shows that you value your visitors' privacy, even if they aren't sharing personal information.

SSL CERTIFICATE

The annual cost of a signed SSL certificate varies. DreamHost currently charges \$15/year. Certificates must be renewed manually. We do not charge labor for renewals for clients who select Option 1 under Site Backups & Software Updates above.

Other Projects

Content Management System Tutorial\$85/hr

Since you already used WordPress to maintain your current website, you probably will need less instruction than most, but we still recommend that you let us show you around the backend of the site.

Ongoing Maintenance\$85/hr

While you will have the ability to make changes to the site, there may be times that you would like us to make the changes for you. We are always happy to do this.

Email Integration/Setup\$250

Getting new customers is expensive. It is much less expensive to get an existing customer to spend more with you than it is to convince a new customer to spend that same amount. One of the most effective ways to develop real brand loyalty is to stay in touch with your customers. The most cost-effective way to do that is to develop an email marketing program. We will register an email marketing account for you with MailChimp, which is a free service. Users will be able to sign up for your mailing list on your website.

Email List and Newsletter Maintenance\$85/hr

MailChimp is a service that does not necessarily require a programmer to maintain. If you are a skilled computer user, you may want to handle this work yourself. However, if you'd like us to take care of this for you, we'd be happy to do that.

Additional Billable

Changes to project scope happen. When there is an unplanned change that will incur a cost, we will notify you ahead of time and will not proceed unless we receive clear approval for increased budget and timeline.

Hourly rate: \$85/hour, billed in tenths of an hour. However, many additional projects and/or project modifications can be scoped and bid on a fixed-price basis.

What Sets Trevellyan.biz Apart From Other Developers?

The Buck Stops Here

Because we are a small shop, we are very hands on. We do all our own work, we do not outsource anything. There is no chance of things getting lost in translation or work being handed off to someone with less experience. We consider it our job to make your job easier. and we take that responsibility seriously.

We Have a Proven Track Record

Before we opened this business in 2003, we worked for both medium-size local businesses and large corporations. We know what it's like being on the other side of the table, having to trust that the partner we pick will be honest, trustworthy and responsible. Our experience working with local clients has taught us that to develop repeat customers, you have to treat them right. We encourage you to contact some of the references listed on the final page.

We've Been in Business for Over a Decade

We have been building websites for more than 12 years, and in 2015 we were voted "Best Web Developer in Columbia County." We believe strongly in WordPress because it is an open-source community, has worldwide popularity and outstanding SEO capabilities making it the definitive choice for most general purpose websites.

We Offer Diverse Services:

While website design and development is our core business, we can also help with:

ADVERTISING/MARKETING

Email marketing
Google AdWords
Advertising/Marketing Plans
Graphic Design
Search Engine Optimization
Publicity

COMPUTER SERVICES

Computer Service and Repair
Technical Support
Automatic Backups
Data Recovery
One-on-One Tutorials

References

We encourage you to contact the references listed here.

David Colby 518.828.4417

Columbia County Chamber of Commerce President/CEO

<http://www.columbiaplanningguide.com>



Martha Lane 518.828.4718

Business Development Specialist, Columbia Economic Development Corporation

Brian Sullivan 518.392.3878

Chatham Village Website Committee Member

<http://villageofchatham.com/>

Chatham Village Mayor Tom Curran 518.392.6387

Multiple projects

Mary Gail Biebel 518.392.5108

Chatham Keep Farming

<http://chathamkeepfarming.org>

Teresa Coppola-Morgan 845.452.3040

825 Main Products

<http://825mainproducts.com>

James O'Leary 518.392.7377

Multiple projects