Website Development Proposal

Prepared for [CLIENT.Company]

By [COMPANY.FirstName] [COMPANY.LastName]

[COMPANY.Company]

Project Development Phases

Introduction

[COMPANY.Company] provides full range of internet marketing services to various businesses in [COMPANY.Company] for over 10 years. Our experience helps to define the best online strategy to serve your marketing and sales needs.

We always split projects in phases and would like to offer the same approach for your company as well. We'd like to offer the following phases and activities for your project:

1. Phase 1 - Create a basic website, establish a presence of your business in social media
2. Phase 2 - Define a content development strategy, create valuable content and start sending newsletters
3. Phase 3 - Enhance your sales channels with eCommerce; build customer area
4. Phase 4 - Use online and offline advertising and multimedia; improve your search engines visibility

Please take a look at our proposal and don't hesitate to contact me if you have any questions.

Phase 1: Website and Social Media

Basic Website

First priority is to establish a basic web presence through the creation of a website and social media accounts. The website will consist of a home page, plus up to 4 additional pages (one for each of 3 service areas, and a contact page if required). The website template will be flexible for future expansion, and will be the first step in establishing consistent brand styles.
Also included in construction of the website is a Content Management System. This will allow the Client to update page content using a simple word processing-style interface, without requiring knowledge of advanced web code.

Hosting, Email, and Domain Name

Phase 1 is quoted in this estimate.

Phase 2: Content and Newsletter

Expanded content

After the website is up and running, there is an opportunity to build and engage an audience by expanding website content to include frequently updated editorial content. This could include: The website will require setup of a hosting account, which provides the servers where the website will live in addition to email accounts. A domain name may also need to be purchased if that has not been done yet. Setup of the hosting account and installation of the website by the Designer is included in the estimate. However, initial and ongoing subscription fees for hosting services will be billed by the hosting vendor directly to the Client.

• News and opinion articles
• Book summaries and reviews
• Conference reports
• Newsletter archives

For the sake of economy and flexibility in posting different types of article, it is recommended a blog system be used for free content.

Newsletter
A template for a regular email newsletter can be set up in a bulk emailing service such as Constant Contact or MailChimp. Past newsletters may be archived on the website.

Phase 3: Online Sales and Client Area

Online sales
To generate revenue, an ecommerce system can be installed on the website to sell documents and products. The ecommerce system should be able to handle one-time sales using a shopping cart system, plus the capability for subscription-based access to a restricted area of the site.

Clients could also be granted free access to premium products as an added value. The ecommerce system will also be able to handle discounts and coupon codes.

Client-only area
A client communication and document repository can be created. A separate area will be created for each client, with access restricted to authorized individuals only.

Phase 3 is currently speculative and can be estimated when project scope is better defined.

Phase 4: Multimedia, Advertising and SEO

Multimedia content

Content offerings can be expanded with video and audio content. Designer does not offer multimedia production services, but can refer the Client to production resources, as well as set up services for hosting and promoting the content. Multimedia may be offered free, or sold by subscription or pay-per-view.

Advertising

Options for online and traditional media advertising and marketing can be explored.

Search Engine Optimization (SEO)

Though the website will be built for maximum compatibility with search engines such as Google and Bing, there is an opportunity for advanced Search Engine Optimization to fine-tune content and site structure for better search exposure. Designer does not offer SEO services, but can refer the Client to SEO resources and will work with these sources to effect any required website changes.

Phase 4 is currently speculative and can be estimated when project scope is better defined.

Web Design and Development Estimate

Estimate

[PRICING TABLE]

<u>Notes</u>

Estimate Only

This document is an estimate only and does not represent a binding agreement between the Client and Designer. A contract will be provided upon acceptance of this estimate.

Text & Photos

Final text and custom photography will be supplied by the Client. The Designer does not provide copywriting, editing or photography services.

Rush Fee

Deliverables requested for a same-day turnaround will be subject to a 100% rush fee.

Maintenance

This estimate covers design and construction of the website through the launch phase. It does not include ongoing maintenance of the website, which is a service the Designer does not provide. The Designer may assist the client in finding a resource for ongoing website maintenance.

Additional Cost Allowances

Additional services or alterations outside the scope of the contract will be quoted as needed at a base rate of $75/hour, with a 1/2 hour minimum. The Designer may also provide estimates for the following additional services if they are required for completion of the project:

• Recurring fees for website hosting and email services.
• Purchase of specific fonts.
• Purchase of specific photography.
• Purchase of specific software.
• Purchase of specific third party services.

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[CLIENT.FirstName] [CLIENT.LastName]
[CLIENT.Company]

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[COMPANY.FirstName] [COMPANY.LastName]
[COMPANY.Company]