

Website Design Proposal

Problem Statement:

Headstart Group need to replace an outdated design on their “WaterFordHK.com” website, and to ensure easily maintainable and above-all, easily and swiftly updatable content management. Headstart Group would also like to incorporate Search Engine Optimisation (SEO) functionality to their website for better marketability and to ensure that it is comfortably viewable on mobile and traditional platforms.

Recommended Solution:

Fully migrate existing website and theme(s) to a custom-built WordPress site. Use WordPress plugins to simplify the management process. Ease-of-use will be top priority throughout the design phase. New site will be user-friendly (as simple to update as possible), browser-friendly (mobile or traditional platforms seamlessly supported) and SEO-friendly (seamless marketability – social & traditional.)

SEO Benefits:

- Meta data Optimisation (search engine cues) accurate, up-to-date and relevant to appropriate market
- Google Analytics set up and management assistance provided.
- Social Media Advertising platforms (Facebook, Google Plus Etc)
- Building/Utilising Site Maps and optimising the pages to be fast and more accessible to Search Engines
- Reducing Picture and other media file sizes for faster loading on any connection/device.
- Social Media Tie-ins to provide an easily accessible framework for customer communication / feedback
- Banner Exchange with similar sites/partner sites (where applicable – essentially sharing traffic with similar/partnered sites)

Project Fees:

Install/build WordPress & associated themes/templates:	\$ 3,000
Migrate and update website content:	\$ 3,000
SEO services:	\$ 2,000
Total Cost:	\$ 8,000

Schedule:

Estimated to be less than 30 days, Maximum 45 days.