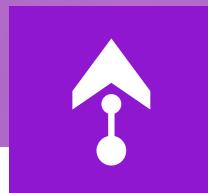


SVL DEVELOPMENTS

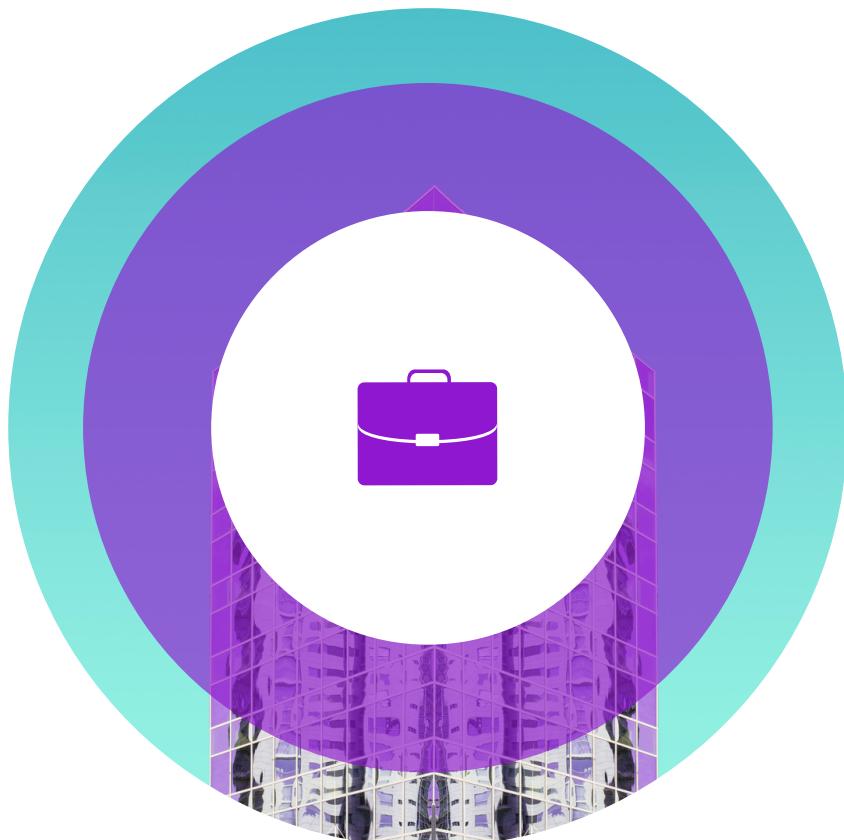
Proposal



Prepared For :

Transparent results

About US



5 star websites that
convert

Website agency

We are one Australia's fastest growing website agencies focused on developing high conversion focused websites to promote your business.

Your website developer **Background**

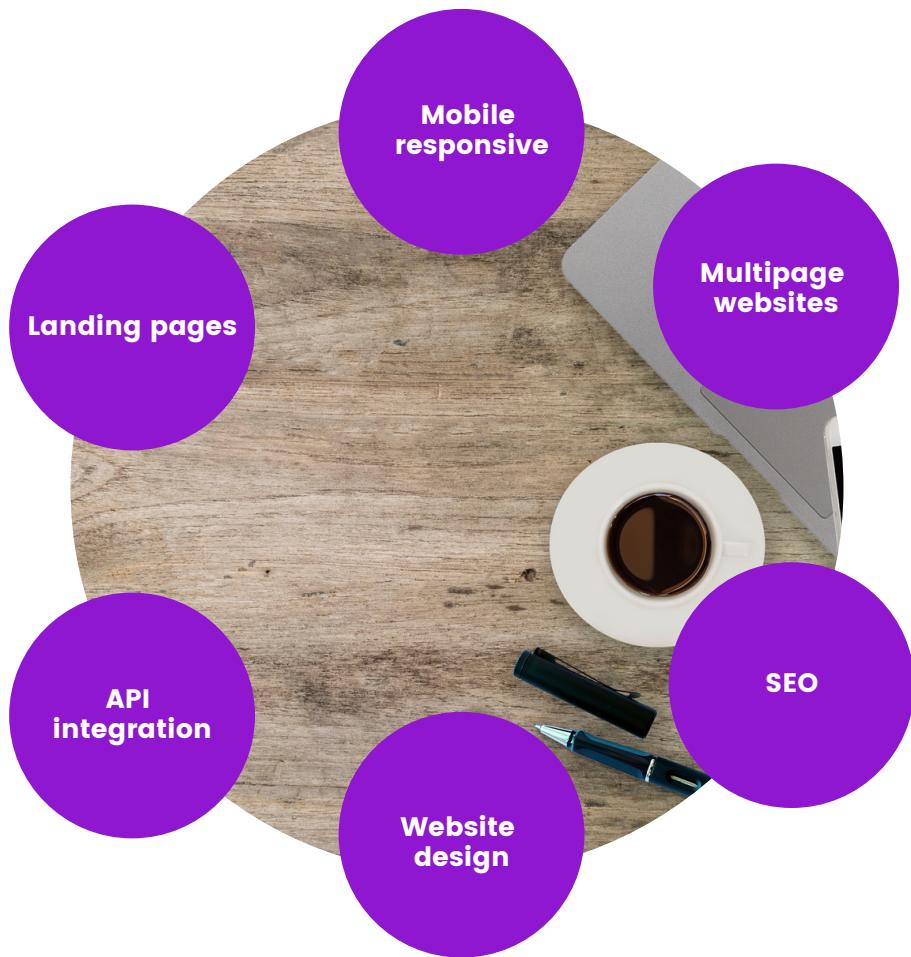
Strategic professional, with a very diverse background in web development, business development, compliance and problem solving.

I have been working in sales and technical based roles for over 10 years, solving complex sales problems on an executive level across multiple industries. For the past 15 years I have studied the physiology behind human buying behaviour to gain an understanding on what emotional triggers converts a consumer to engage with a product or service. Our websites are built with psychological triggers to engage and convert online traffic.

Shaun Van Amersfoort



Website Capabilities



Website development

With over 10 years experience understanding the psychology of the consumer buying behaviour, we will build you a fast high converting website.



Website design

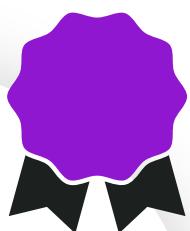
We are an end to end website agency, we can design and build a website that looks 5 star, but also works for you generating leads 24/7.

Our Achievement

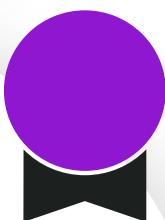
Over 10 years experience understanding the psychology of online consumers



One of Australia's top
website design
agencies



One of Australia's fastest
growing website
agencies



Saved over 200 websites



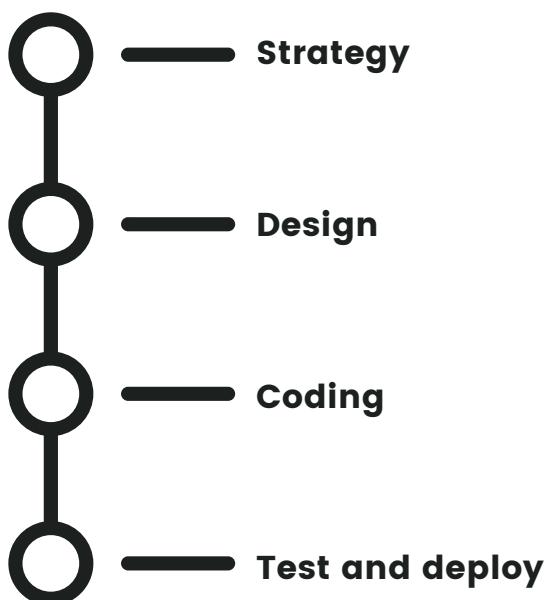
Clear professional communication

Transparent service

Australia's best website developers



Our service is transparent, no hidden surprises or poor communication. We invest heavily into understanding your business to design and build a high converting website.



Leads in your sleep

Build a 24/7 sales person



24/7 sales person

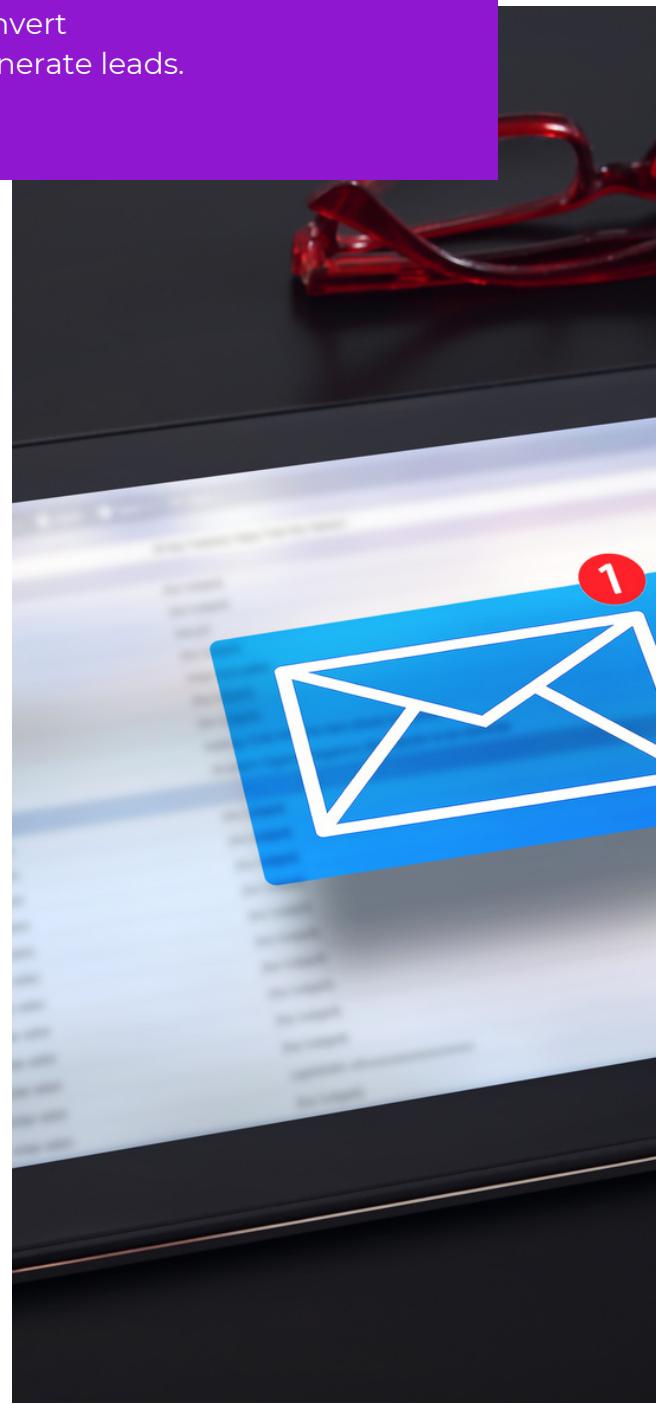
Your website has one job convert browsers into buyers and generate leads.

Websites designed and built to convert

Imagine waking up every morning to a full inbox of leads ready to be converted. Your website is the to go to hub for the consumer to gain a better understanding of your product and service, your website needs to have easy navigation and self guided buyer journey.

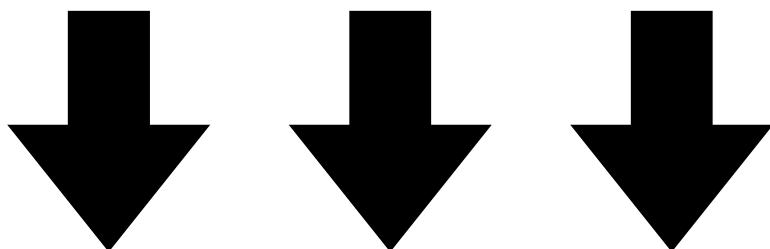
Website that do not convert

- Websites with no automated customer journey
- Too much information and over complicated navigation panels
- No physiological designed content that triggers online traffic to hit that submit button
- No call to action
- Poor design and layout
- Website builders that encourage bad SEO
- Poor mobile responsiveness



Customer Journey

You have 15 seconds to
gain attention

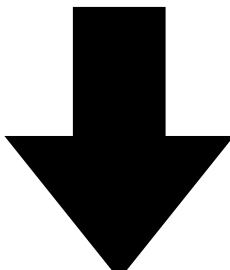


Customer google's product / service
You do not exist If you are not on the first page

Consumer clicks on your website
Is your website fast?, a consumer will click the
back button if your website takes more than 5
seconds to load

You have 15 seconds
Once a consumer has landed on your
site you 15 seconds to attract their
attention

Bounce click
Converted click



Websites designed to generate leads

CUSTOMER JOURNEY



More than just a pretty website

A website over designed with all the bells and whistles can distract online traffic.

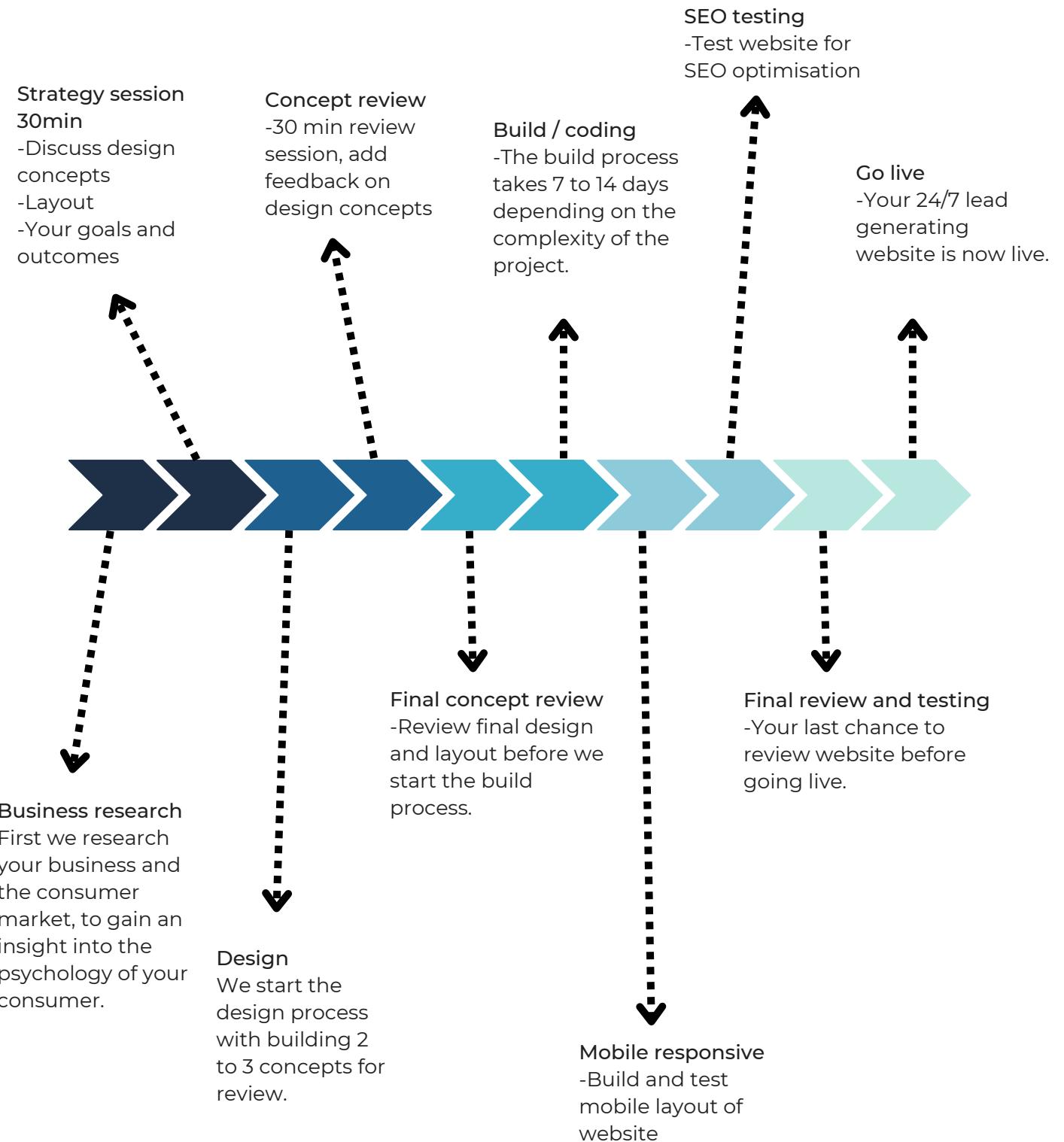
Automate customer journey

We design and build websites that uses psychology and directs online traffic into a planned journey that converts the prospects to hit that submit button. We avoid designs with multiple complex navigation tabs and sites with over complicated information.

Along with designing and building a fast website, we take time to research your business to better understand the psychology behaviour of your target market. With this research we can design and build an automated customer journey that will see your bounce rate decrease, and open the flood gate of incoming leads.



Simple effective design and build process



PROJECT SCOPE OF WORK & DELIVERABLES

Planning	<p>Your website begins with a thorough, up-front process of discovery. Through interviews and surveys, we develop a series of deliverables that allows us to work efficiently through the duration of production.</p> <p>Your project's success depends on a solid foundation, this work is crucial.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none">• Project setup• Timeline & milestone setup• Business objectives survey• Design objectives survey• Ideal customer profile brief• Conversion workflow• Sitemap
Design	<p>We will create a custom website design based on your branding, colors, functionality requirements, and best usability practices. Your design will be unique to your company and setup for maximum conversion.</p> <p>Your website will consist of a combination of convention and creativity to make sure that your visitors can find the content they need and inquire about your services. We design and code to the highest of standards and always keep up with industry trends.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none">• 2 Custom moodboard concepts• 1 Custom website design concepts (based on moodboard feedback)• 2 Rounds of revisions• Templates & interface code for:<ul style="list-style-type: none">• Homepage• Inside pages• Standard page elements (headers, paragraphs, images, videos, links, etc)• Form elements• Cross-browser tested in Internet Explorer 6+, Firefox 2+, Safari, & Google Chrome

PROJECT SCOPE OF WORK & DELIVERABLES

Mobile Design	<p>Visitors browsing your site from other device types account for up to 20% of your website traffic. We will create a separate mobile and tablet design of your site that will make browsing from these platforms an enjoyable experience. We will accomplish this by making your site “responsive” to various browser sizes.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none">• 1 mobile concept• 2 rounds of revisions• 1 tablet concept• 2 rounds of revisions• Device testing - iPhone, iPad, Android, & Blackberry
Website	<p>We will create your website with about thirty (30) pages. Content will be created and provided by you. Content can range from text, pictures, galleries, PDF/PPT/DOC downloadable files, embedded video, forms, and any element supported by our Platform. All of our websites include dynamic menus as well as sitemaps to control site navigation.</p> <p>CUSTOM MODULES: We will create the following custom modules as part of your website...</p> <ul style="list-style-type: none">• Forms: contact us, customer feedback, and franchise opportunity; all form data will automatically be collected in our database• Blog/News: you will be able to post new content and articles; your blog will include an rss feed, categories, and an archive; comments are optional; your blog will be integrated directly into your website; your blog supports categories, tags, and rss; we will implement Facebook comments for additional shareability of blog content• Homepage Hero: we will use mobile compatible technology (jQUERY) to create an innovative homepage hero slideshow so that you can feature new products or information; each slide will have the following assets: title, subtitle, short description, link, image or video;

PROJECT SCOPE OF WORK & DELIVERABLES

- Locations: we will create a dynamic content database that will serve as location "landing pages"; each location will have the following assets: name, short description, full description (HTML-enabled), primary image, supporting images (up to 10), address with Google Map embed, directions, hours, services (up to 10 checkbox fields), phone number, email contact; we will create a "reviews" app that will add the ability for web visitors to rate their experience at a specific location - this information will be pushed to Google Reviews for higher local search placement;

DELIVERABLES:

- Fully functional website
- Google Analytics install
- Google Webmaster tools setup

PROJECT SCOPE OF WORK & DELIVERABLES

Timeline & Investment

Deliverable	Timeframe	Cost
Planning session	2 hours	free
Design concepts / draft	1 week	\$1990
Mobile / Tablet site build	1 week	\$2200
Desktop Build -Pages, code, setup -Forms	1 week	\$2990
Total	3 weeks	\$7180
EXTRAS		
Domain		Free
Hosting		First 12 months free
Ongoing maintenance		\$40 per month
Blog/News		\$500
Homepage Hero		\$500
Google Locations		\$1,000

PROJECT SCOPE OF WORK & DELIVERABLES

Terms

T&Cs

Payment is due upon receipt of invoice, invoice to be paid in advance prior to design and build.

Ongoing term is month to month, ongoing service includes site maintenance. ongoing maintenance fee \$40 per month.

All fees are non refundable

Unplanned components, ideas, revisions, and project scope happen - will incur a cost \$75 per/hour for major changes outside general maintenance.

Service included

Total cost: _____

SIGNATURE

By signing this document you represent to us that you are a duly authorised representative of your organisation and upon its behalf agree to be legally bound by its terms and conditions. You hereby accept and authorise the commencement and payment for the project described above.

Name: _____

Date: _____

Company: _____

Signature: _____