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T. J. Crawford

Code Authority Enterprise Solutions | 3880 Parkwood Blvd. Suite 301 Frisco, TX 75034

Silver Tusk Oil Company, LLC Version 1

Presented To: Shawn Bartholomae

4/1/2013

website DESIGN & Develolpment

**Code Authority Contact**

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Proposal Detail and Plan

# 1. Client Needs Assessment

Shawn Bartholomae has requested a statement of work for website design and development for Silver Tusk Oil Company, LLC.

Silver Tusk Oil Company currently does not have a website and the new site will be developed in .NET and HTML5. The new site will be compatible with all recent versions of major browsers including Safari, Firefox, Chrome, and Internet Explorer. The site will use jQuery and/or CSS3 to handle animations within the site. The site will be compatible in mobile phones running Android, Windows, Blackberry OS, and iOS. Silver Tusk Oil Company would also like their logo redesigned for the website.

# 2. Project Management

T. J. Crawford will be appointed to perform the design phase activities and oversee all services to be provided to Silver Tusk Oil Company.

# 3. Scope of Work

### 3.1 – Website Design and Development for Silver Tusk Oil Company

## Phase 1

Code Authority will design 2 concepts for Silver Tusk Oil Company. Each concept will consist of a home page mockup and an internal page mockup. Code Authority will also submit 3 concepts for the logo redesign for the website. Silver Tusk Oil Company may pick any 1 of the 2 website concepts, request modifications to any 1 of the 2, or combine elements of each to create a new concept. If any further modifications are to be made after the first request will be charged by the hour. This will be the same for the logo.

## Phase 2

Code Authority will develop the 2 pages of the decided upon design. Upon completion the files will be given to Silver Tusk Oil Company. Code Authority will not be providing any monthly services to Silver Tusk Oil Company.

# 4. Webmaster, SEO, & Social Media Monthly Plans (optional)

### 4.1 – Webmaster

* Website hosting and standard maintenance
  + Crawl error correction
  + 404 error correction
  + Resubmission of sitemap.xml when necessary
* Website content and formatting updates (up to 2 hours per month)

### 4.2 – Search Engine Optimization

* Website hosting
* Webmaster maintenance
* Monthly resubmission of sitemap when necessary
* Quarterly link building (10 links)
* Google, Yahoo, and Bing keyword ranking report
* Google Analytics traffic report
* Content management, formatting, and page structure enhancements
  + Content changes/updates, new pages, updated functionality/UI (up to 3 hours per month)
* SEO “tweaks” as needed to improve performance
* Optimization of local listings
* Quarterly SEO, content, and keyword analysis

### 4.3 – Social Media Management

* Creation of accounts in social media sites including but not limited to Facebook, Twitter, and YouTube.
* Customization of Facebook and Twitter pages to compliment website
* Custom Facebook tabs (Contact, YouTube, etc.)
* Optimization of YouTube videos
* Up to 2 search engine optimized posts per week

# 5. Reviews and Status Reporting

A weekly review may be scheduled at a mutually agreed upon time for reviewing the progress of the project. After the project is completed, the reviews will be conducted on a monthly basis or as needed.

During development the project will be accessible online at a test URL for the customer to view and provide feedback at any time.

Code Authority tasks will be executed from CA offices; phone conferences, online meetings, or weekly visits to Silver Tusk Oil Company may be required during design and implementation phases.

# 6. Pricing

## Cost Breakdown

### Phase 1

|  |  |  |
| --- | --- | --- |
|  | **Graphic Design (Website and logo)** | **Total Estimated Cost** |
| *Fixed Cost* | $1,200 | $1,200*12*Est. |
| *Material Costs* |  | Invoiced at Cost |
| ***Total Cost*** | **$1,200 + Materials (Estimated)** |

### Phase 2

|  |  |  |
| --- | --- | --- |
|  | **Website Development** | **Total Estimated Cost** |
| *Fixed Cost* | $500 | $500*12*Est. |
| *Material Costs* |  | Invoiced at Cost |
| ***Total Cost*** | **$500 + Materials (Estimated)** |

### Optional Services

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Website Hosting** | **Webmaster Monthly Plan** | **SEO Monthly Plan** | **Social Media Management** |
| *Price per month* | $19.99***²*** | $99***²*** | $249***²*** | $199***²*** |
| ***Total Cost*** | **TBD in final contract** | |  |

*¹ Fixed cost for design and development services in the scope identified. Additions to the scope may incur an hourly cost of $95 per hour or an amendment to this proposal.*

*² Sales taxes apply to all* ***development*** *services we provide related to public website and web applications, specifically the portions thereof that face non-affiliated anonymous public internet users if the client is based in Texas or operates a place of business in Texas.* ***Provide us a State of Texas Resale Certificate to avoid all sales tax.***

# 7. Terms and Conditions

### – Assumptions

1. CUSTOMER will provide timely and responsive requests for information, scheduled meetings, and helpful and knowledgeable subject matter. Images and content are to be provided by the CUSTOMER unless otherwise noted in this proposal.
2. Any additions to scope shall require changes to this proposal.
3. If images and content are not provided with 3 business days upon request from CAI, CAI reserves the right to use images and content it deems appropriate for final delivery of the project. The final completion invoice will be sent and due regardless of CUSTOMER timeliness in fulfilling its responsibilities. CAI will update the project deliverables, at such time CUSTOMER fulfills its responsibilities.

### 7.2 – Lead Time

CA will have its team ready to begin work the day of obtaining the executed time and materials services agreement. Phase 1 will be invoiced at the start of the project. Payment of Phase 2 is due upon total project completion and delivery of the website files.