

# Goals and Objectives

Astral International is having problem to modify\update it website content:

<http://astral-international.com/>

The main problem is that the website is developed as a flash content, and the source for the flash file is not available. Astral need to include a newsletter feature to its website, as well as change it current logo to the new branding logo.

Finally, since the content is available on a flash application, it makes it unavailable to valuable range of viewers (all viewer of MAC devices such as iPhone and iPad), and it will be hard to find its content on web-crawlers that are responsible to locate content for search engines such as Google and BING.

## Solution

We recommend the development of a completely original site, built from the ground up with original graphic design elements. A strong emphasis will be placed on attracting new clients through Search Engine Optimization (SEO).

Additionally, we will provide Search Engine Optimization services to more effectively drive and convert traffic to the site.

In addition, we will include a Newsletter subscription and campaigning feature that will provide you with the option to send News and feed via email.

## Fee Summary

<b>Web Design and Layout Design</b>	<b>\$800</b>
<ul style="list-style-type: none"><li>• A new contemporary web layout / responsive design (HTML5 + CSS3)</li><li>• New design will be also viewable on various mobile smartphone in a user-friendly way</li></ul>	
<b>Web Development and integration</b>	<b>\$1200</b>
<ul style="list-style-type: none"><li>• Newsletter feature will be added to the website</li><li>• SEO for better search engine visibility</li><li>• Google Analytics integration for website statistic and traffic insights</li><li>• Server-side development using php and mysql ( in case the server where the current hosting is done does not support the above we can switch to asp.net with MSSQL)</li></ul>	
<b>Special Discount</b>	<b>-\$400</b>
<b>Total</b>	<b>\$1600</b>

# Project Timeline

We offer the following timeline for the development and integration

Phase	Activities	Completion
Discovery	Analysis of current hosts, design needs and preferences.	1 week
Web Layout design	Two concepts in rough draft with new logo and designs included in the layout / without final content	2 weeks
Approval on final layout and design		-Milestone-
Newsletter Integration	Integration of newsletter system with the new website	1 week
Web installation and integration	Going Live and finalizing	2 days

## Next Steps

To proceed with this project, Astral is required take the following steps:

1. Accept the proposal as is or discuss desired changes. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.
2. Finalize and sign contract.
3. Submit initial payment of 50% of total project fee.

Once these steps have been completed we will begin the project.

## Terms and Conditions

- All graphic designs as well as web source code will be provided to Astral international.
- The above timeline holds as long the Astral provide us with content and information relevant to the web development and design.