



# Sample Website Proposal

Sample Company

January 24, 2013

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*Prepared for:* Sample Contact

# Introduction

Thank you for the opportunity to submit a proposal for the redesign of the Sample Company website. Working together, I believe we can create a site that is simple to navigate and has a professional yet welcoming design.

Based on our preliminary discussion at your office, I have identified and listed below the Needs and Solutions that we will want to address in this project.

## Needs

Sample Company needs a website to reach out to the community and also to serve and support the current Sample Company clients.

Furthermore, Sample Company needs a website that can be maintained by a Sample Company employee, without the need to regularly employ Sunny Web Shops to make changes. The Sample Company employee needs to be able to add and revise both text and photos and additional pages if necessary.

## Solutions

Sunny Web Shops will provide Sample Company with a fresh new web design that is easy to navigate and provides useful information to current subscribers. The design will also convey to potential subscribers that Sample Company is a professional, reliable company.

The design will integrate the current logo and color palette so it will maintain a familiar look to current subscribers, but will at the same time show them that Sample Company is improving its web presence in order to serve them better.

### **Content Management System**

Central to the new design from Sunny Web Shops will be a robust Content Management System (CMS) that will allow Sample Company to make changes easily to the website, without requiring a dedicated workstation or additional software. Not only will the CMS save Sample Company website revision costs but it will also ensure that the website stays fresh and up to date.

## **Website Organization**

The new design will have five main landing pages:

1. Home Page
2. About/Contact
3. Gallery
4. Portfolios
5. Blog

These five pages will be "hardwired" into the new design by Sunny Web Shops and links to them will appear in the horizontal menu bar at the top of the page (below the logo and other header content).

On each of these pages, we will include a left-hand column that Sample Company can use to create links to as many "subpages" as they wish. Therefore, the CMS allows for as many pages as necessary, without incurring additional cost beyond the original design and landing pages fee.

## **Workflow**

### **Preliminary Design**

Working in conjunction with Sample Company, Sunny Web Shops will provide Sample Company with a preliminary design concept for the new website. That design concept will include the basic layout, color palette, font choices, etc.

Sample Company can at that point request one round of design revisions within the scope of the Fee Schedule (see below). If more revisions are deemed necessary at that point by Sample Company, the work will be done at our hourly rate of \$40. (This is rarely necessary, especially for a simple website project such as this, but if necessary will be discussed fully before any fees are assessed.)

### **Integration of Content Management System**

Once the design is approved, then Sunny Web Shops will incorporate the Content Management System into the design.

## **Training**

Sunny Web Shops will then run a two-hour training session with Sample Company employees, showing them how to use the Content Management System. This can be done on site or online.

## **Launch**

When Sample Company has finished incorporating all the content they wish to have at launch, they will ask Sunny Web Shops to move the website from the development sub-directory to the main root level of the domain, thereby making the site go live. Congratulations!

# Fee Summary

**Website Design and Setup** **\$395**

Includes:

- work with client to create a custom website interface - layout, colors, and fonts
- set up website architecture and navigation system
- implement nameplate/logo placement and design
- create website mirror for beta testing purposes
- integrate content management system

**Website Pages - 5 @ \$40** **\$200**

Using the webpage template developed during the initial design phase, this includes integration of the main landing pages into site architecture and navigation:

1. Home Page
2. About/Contact
3. Gallery
4. Portfolios
5. Blog

**Free One Year Hosting** **\$0**

As part of our current CMS package, we are offering a free first year hosting.

**Free Domain Name Registration** **\$0**

As part of our current CMS package, we are offering a free one year domain name registration.

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**Project Total** **\$595**

## Fee Schedule

If Sample Company wishes Sunny Web Shops to go forward with the project, here is the schedule for payments of the fee:

- 50% due upon acceptance of the proposal before work commences
- 25% due upon delivering the completed design with the content management system in place
- 25% plus any incurred additional hourly fees no later than 30 days from when the completed design was delivered to Sample Company

Sunny Web Shops will launch the website when requested, providing that there is no balance due.

## Terms and Conditions

- Once project fee is paid in full to Sunny Web Shops any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to Sample Company for inclusion in website are owned by Sample Company.
- Sunny Web Shops assumes Sample Company has permission from the rightful owner to use any images or design elements that are provided by Sample Company for inclusion in the website, and will hold harmless, protect, and defend Sunny Web Shops from any claim or suit arising from the use of such elements.
- Sunny Web Shops retains the right to display graphics and other Web content elements as examples of their work in their portfolio and as content features in other projects. Sunny Web Shops also retains the right to place a discreet text link at the bottom of the website page(s).
- The agreement contained in this contract constitutes the sole agreement between Sample Company and the Sunny Web Shops regarding all items included in this agreement.

## Next Steps

To proceed with this project, Sample Company is required to 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.

## Examples of Our Work and References

You can see a list of some of the current websites designed and developed by Sunny Web Shops here:

<http://sunnywebshops.com/work.php>

References are available upon request.