

Project Scope for “*Client Name*”

Client Name

Client Street Address

City, State

Zip Code

Hosting: Hosting will be on WebDuck Designs dedicated server UNTIL final payment is made. Once the final payment is made all files will put on disk and handed over to client as well as transferred over to a server of the client’s choice. In the event the client wishes to keep his site on WebDuck Designs Dedicated server the hosting fee is \$\$\$ a month.

Domain Name: The client will supply the domain name. To allow for project development, the dns servers need to be directed to ns1.”*servername*”.com and ns2.”*servername*”.com. WebDuck Designs can do the setup for you if you provide us with the necessary registrar information.

Project Overview:

This project is to create a Search Engine Optimized Website for “*Client Name*” based on criteria discussed in a meeting on “*Meeting Date*”. The project needs to be up online and functioning by “*Deadline*”.

What is a Search Engine Optimized website?

A search engine optimized website is a website created from the ground up based upon known search engine algorithm criteria. Some of known search engine algorithm criteria include xhtml specific tags, w3c compliancy, keyword density, landing pages, meta data tags, xml site map, and specific content.

WebDuck Designs is responsible for planning and building the website to adhere to the above mentioned criteria however is NOT responsible for the page content. WebDuck Designs will take supplied content text and modify it for maximum keyword density. Individual page content is to be provided by “*Client Name*” If “*Client Name*” requires someone to do the content writing for them, WebDuck Designs has a content writer that can perform this service for a fee.

Project Details:

Each page included in the “client name” website project will contain the following:

- Custom title tag based on results from keyword research
- Custom meta tags based on page content and keyword research
- W3C compliancy for XHTML transitional and CSS
- Accessibility compliant
- Title tags and alternate text tags
- CSS based page construction for faster load times and higher code to content ratio
- Text links with keyword specific anchor text
- Will use a “Fill in blank” theme
- Will incorporate your Logo and color scheme

Individual Pages:

- **Home Page**
 - Primary landing page
 - Keyword phrases
 - Phrase 1
 - Phrase 2
 - Phrase 3
 - Phrase 4
 - Phrase 5
 - Focus of homepage is to capture individuals looking “*topic*”, provide a marketing tool for “*Client Name*” to attract new business, a recruiting tool to attract new potential sales people or affiliates, and to provide a professional image for “client name” on the web.
- **About “*Client Name*” Page**
 - Primary landing page
 - Keyword Phrases
 - Phrase 1
 - Phrase 2
 - Phrase 3
 - Page will focus on **Who** is “*Client Name*”, **Why** choose “*Client Name*”, and **What** “*Client Name*” does.
- **Contact “*Client Name*” Page**
 - Secondary landing page
 - Keywords
 - This is not a designed landing page so keywords are irrelevant.
 - Will have dual data input validation
 - Initial validation will be javascript with a php back up
 - Will contain all information required for contacting “*Client Name*”
 - Phone
 - Fax
 - Email
 - Address

- Any other methods of contacting “*Client Name*” provided by the client
- **Business Affiliates Page**
 - Secondary landing page
 - Keywords
 - The keywords for this page will be based on whom you choose to list as affiliates. Key affiliates will be represented in the meta tags as well as the content.
 - The business affiliates page will contain information about “*Client Name*” affiliates and also to function as a page for cross linking with other websites with relevant subject matter
 - Example of a business affiliates page:
 - <http://www.webduckdesigns.com/pages/affiliates.php>
- **Services Listing Page**
 - Primary landing page
 - Keywords
 - Some of the keywords listed on this page will depend upon the list of services “*Client Name*” offers
 - The focus of this page is to provide a listing and short description of all the services “*Client Name*” offers
 - Each service listed on this page will link to a service specific page.
- **Quote Request Page**
 - Secondary landing page
 - Keywords
 - This is not a designed landing page so keywords are irrelevant
 - The quote request page will have dual validation
 - The first validation will be javascript followed by a backup php validation
 - Fields and criteria will be provided by “*Client Name*”
- **Resources Page**
 - Secondary landing page
 - Keywords
 - The resource material provided by the client will determine the majority of keywords on this page. An individual page about a specific subject matter will represent each resource. A text link with very specific/relevant keywords as anchor text will link to that individual resource page.
 - Each resource will also have a short text description containing appropriate keywords
 - The focus of this page is to provide a list of resource pages that are going to be located within the “*Client Name*” website. Each resource will have a title and short description linking to a resource specific page
- **Individual Service Pages**
 - Each Service page is a primary landing page

- A single page designed specifically around that particular service will represent each service “*Client Name*” offers.
- Each service page will be accessible through the services list page as well as various other text links throughout the site wherever applicable
- **Individual Resource Pages**
 - Each Resource page is a primary landing page
 - Each Resource page is a primary back link generator page
 - Keywords
 - The keywords for each individual resource page will be determined by that particular page’s subject matter.
 - Each resource page will be accessible through the resource listing page as well as various text links throughout the site wherever applicable

Web Duck Designs Pricing:

Design

Design/Mockup - \$\$\$ (Includes 2 unique mockups and 2 revisions per mockup)

Additional Mockups - \$\$\$ a piece

Additional Revision - \$\$\$ a piece

(Webduck Designs will provide you with all stock photos and raw graphics used to create the mockups upon final payment)

“Client Name” Project Price:

Includes:

Design/Mockup, Home Page, About Page, Contact Page, Business Affiliates Page, Services Listing Page, Quote Page, Resources Listing Page

Price: \$\$\$

Additional Charges:

\$\$\$ for each “Service Page”

\$\$\$ for each “Resource Page”

Note: All pricing is based on a search engine optimized website. SEO website construction requires more development time thus reflected in the price. For a non-SEO website, subtract another 20%.

Approximate Project Completion Date: “Date”

Payment Methods:

Come up with your own payment / billing plans

Disclaimer:

Although this project is for a Search Engine Optimized Website, There is no guarantee of search engine placement with any of the search engines. A search engine optimized website will give your website the best chance at an optimum ranking however; algorithm changes and online marketing are big factors in deciding a website's ranking and are beyond the control of WebDuck Designs.

WebDuck Designs is not responsible for any pages not completed by the estimated completion date if client provided content is the cause of these pages not being completed.

This proposal / project scope was prepared by Tait Chambers of WebDuck Designs

Tait Chambers
WebDuck Designs
P.O. Box 1016
Glastonbury CT 06033



I _____ agree to the above-proposed agreement with Tait Chambers of WebDuck designs. I fully understand the scope of the project and the payment methods described above.

Representative of "Client Name" Signature:

_____ May, _____, 2007

I Henry Chambers of WebDuck Designs agree to provide the above listed services for the compensation listed above. If there are any changes or additions that need to be made, they will be clarified and authorized in writing by "*Client Name*" before those changes or additions are made.

Tait Chambers

_____ May, _____, 2007