

ABC Widget Company

Website Redesign Proposal

Prepared for: Jonathon Doe
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Summary

The current ABC Widget Company website suffers from a dated design and a lack of focus in content, navigation and purpose. The website is currently developed as a number of static HTML pages (without a CMS) and contains approximately 30 pages as well as a collection of image, video and PDF files.

ABC Widget Company wants to use their website to generate leads for large commercial orders of their widget products. The site will not include any e-commerce components.

Suggested Improvements

There are 3 primary goals for the site redesign:

1. Improve the overall look of the site, bringing it up-to-par with competitor sites.
2. Reorganize the content into a more user-friendly site structure and re-write some of the content to be more search engine-friendly.
3. Generate new leads for the company.

Improving Site Design

[Description of specific Site Design process & goals]

Content Reorganization

[Description of specific Content Reorganization process & goals]

Generate New Leads

[Description of specific Lead Generation process & goals]

Project Development Assumptions

1. The website will be developed using [Programming Language or Content Management System] and will be hosted on a [Hosting Environment] server
2. The site will be designed to be used across a wide range of browser including: IE7-9, Firefox, Chrome, Safari and Opera. The site will be tested on Windows XP, Windows 7, OSX and Ubuntu.
3. It is assumed that the client will be providing their own hosting for the site. If existing hosting will not be provided, hosting will be set up with a reputable 3rd party company and billing details will be provided by the client.
4. Domain registrations, SSL certificates, Merchant Accounts and any other 3rd party setup costs or monthly fees are not included as part of this quote. See Expenses section for a complete list of estimated 3rd party expenses.
5. Project management, communications and tracking will be primarily handled by email, over the phone (and/or Skype), and through BaseCamp.
6. Unless an existing website analytics account is provided, site statistics, goal tracking and analytics will be handled by Google Analytics.

Delivery Schedule

All efforts will be made to deliver this project within the desired delivery window which, at the writing of this scope of work, is [Estimated Completion Date].

Events that may delay final delivery or individual milestone delivery include:

- delays in receiving client approvals
- delays in receiving client feedback & revision notes
- delays in receiving partial payments to initiate project or individual completed phases
- delays in providing information or access to 3rd party accounts (hosting, merchant, etc).

Site Warranty

If anything breaks on your site, at any time within **12 months** after launch, it will be fixed without any charge.

Minor content updates and revisions to the site (design, layout and functionality) within **30 days** after launch and completion of the project are also covered free of charge.

Initial Planning & Analysis

Project Planning

Meetings & conversations to define scope and/or review changes

\$130

Information Architecture & User Experience Planning

Planning an updated site-map, content reorganization and user flow from all site entry pages through to conversion goals.

\$195

Search Engine Optimization Research

Keyword research & competitor analysis to identify appropriate keywords & phrases.

\$390

Primary Website Development

Site Design

Basic website design. Home page and up to 5 interior pages, plus one email template design, based on final approved website design.

\$1,800

HTML / CSS / JavaScript Programming

Converting the site design into search engine friendly and standards compliant HTML / CSS, as well as any JavaScript required for animations, hover effects, drop-downs, etc.

\$520

Installation of Content Management System

Installing the content management system on a development server, implementing the template(s) into the CMS, and creating the bare-bones navigation structure & layout.

\$195

Installing & Configuration of CMS Modules & Plugins

This would include the configuration of all database driven sections of the site such as: products, videos, lead capture forms, reviews, etc.

\$650

Content Development & Re-writes

Re-writing 10 pages to improve conversion rates and/or SEO ranking

\$390

Content Migration

Moving all of the content from the existing site into the new content management system.

\$260

Mobile Device Optimization

HTML / CSS / JavaScript Programming

Updates to the desktop version of the site design to account for various mobile device widths (320px / 768px / [other]).

\$650

Testing & Pre-Launch Checklist

Code Optimization

After approval of the site, but prior to final cross-browser testing and launch, the HTML, CSS, JavaScript, images, etc. will be optimized to help achieve fast load times, print friendly display, and other web standard and accessibility best practices.

\$65

Cross-Browser Testing

Testing and correcting display and functionality issues across all modern browsers (IE7-IE9, Firefox, Chrome, Safari and Opera).

\$195

Google Analytics Goal Tracking

Setting up various types of goal tracking through Google Analytics, i.e. data-capture form conversions, visitor source streams, etc.

\$65

Proofreading

Professional proofreading services for 40 pages of site content.

\$200

User Testing

Test Preparation

Creation of test-cases (use-cases) for use with video user testing service. Video user testing will help identify usability gaps & conversion improvements.

Note: This *does not* include the cost for individual tests. See Expense section on the following page.

\$65

User Test Review & Analysis

Watching all completed video user tests and creation of a list of suggested changes to improve site functionality and usability.

\$195

Usability Revisions

Estimated time to complete revisions based on user video analysis.

\$260

Site Launch

Site Launch & Domain Hosting Transfer Management

Setting up the new hosting account, moving the site from the staging environment to the live environment, transferring the DNS, creating required email addresses, etc.

\$130

Post Launch Services

Google Adwords Campaign Setup

Setting up a Google AdWords campaign to drive additional traffic to the website. Including keyword management, ad creation (up to 5 variations) and one customized conversion optimized landing page.

Note: This *does not* include the ongoing monthly cost for the PPC campaign. Daily / Monthly budgets will be set based on suggested keyword and future conversations.

\$390

On-going Campaign Review & Optimization

Monthly analysis of site conversions / analytics, AdWords campaign, and SEO results. Also includes improvement suggestions, tweaks and implementation.

Note: \$130 / month for 6 months.

\$780

Extended Site Management

6 months of additional site management & updates beyond the initial site development period.

Note: Up-to 4 hours of no-charge changes per month for 6 months.

\$780

Expenses

Video User Testing

Cost for Individual user tests required for the User Testing line item. \$40 per test, suggested 5 tests.

Note: This cost *has not* been included in the total amount for the project.

\$200

Site Hosting

Preferred hosting provider is DreamHost.com. Hosting is approximately \$10/month with minimum contracts of 12 months.

Note: We will gladly set up and manage the hosting account, but it is generally advisable that the billing contact information be in the client's name so that full control of the account and all payments are retained by the site owner / administrator. This cost *has not* been included in the total amount for the project.

\$120

Contract

Payment

Total cost for the development and deployment for the project described in this document is:

\$8,305 CDN

Excluding taxes, third-party account costs (hosting, merchant account, SSL, etc) or any other sundry costs for things such as (but not limited to) stock photography, PPC campaign budgets, video conversion, etc (unless specifically stated within this document).

Payments are split into 3 equal payments due at different phases throughout the project.

\$2,768 - Due at the beginning of the project.

\$2,768 - Due at the launch of the beta site (prior to client review/revisions & user testing).

\$2,769 - Due after the successful launch of the completed version of the site.

About this Estimate

This quote is **NOT** private and confidential. Of course, Simpicate will not share your information with anyone else, but you may share this proposal with whomever you like.

You deserve the best quality of work and the best price that you can get. We're confident that our estimate represents a true reflection of the quality craftsmanship needed to deliver your project on time, on budget and to spec.

Approval

Agreement by both parties to confirm acceptance of the requirements, cost and schedule.

ABC Widget Company

Agreed _____, 2012

Name: Jonathon Doe

Title: VP of Marketing

Simplicate Interactive

Agreed _____, 2012

Name: Steve Comrie

Title: Owner