



Web Site Proposal For:

Your Company

www.your-website.com

Prepared by

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information archiTECH, LLC

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Offer good until 11/22/2011

Project Overview

Information architech, LLC ("Web Company") will build a new Web site for the company Your Company ("Client"). The Web Company's aim is to provide a professional online presence for the Client's company, employing an attractive design and a user-friendly structure. Additionally, the Web Company intends to use the latest technology to ensure that the Client's site is fast-loading, secure and reliable. The Web Company intends to deliver the Client's Web site in an expedient and cost effective manner. The ultimate goal is to deliver a Web site that generates tangible returns on investment, motivating the Client to return to the Web Company for additional enhancements and features which will yield even greater rewards.

Primary Contact(s) for Client

Your Name

1 555.222.3333

you@your-website.com

Design

Client has selected a pre-built template. See Appendix A.

The basic structure of this template will be used for the Your Company Web site, including dimensions, proportions, fonts and color palette. The actual images used, the items that appear in the navigation menu, and all other content seen in the template will be replaced with the actual content of the Your Company Web site. Also where appropriate, areas in the template that are not applicable to the Your Company Web site may be removed entirely.

Deliverables

Web site will be accessible to the public via the Web at the address www.your-website.com. Web site will be hosted on the Web Company's server, and Web Company will make every effort to ensure uptime and quickly loading pages (dependent, of course, upon the quality of the end-user's internet connection).

Web site will consist of five content pages:

Home Page – A brief introduction to the Web site and a description of the company. Content will be provided by the Web Company.

Our Team – A list of 6-7 staff members of the Client company, with a head shot and short bio of each provided by the Client.

Services – A more detailed breakdown of the services offered by the Client. Content will be provided by the Web Company.

Frequently Asked Questions (FAQ's) – A list of the most common questions posed by customers, along with answers provided by Client. Content will be provided by the Web Company.

Resources – A page containing links to helpful tools and online resources, as well as phone numbers, addresses, etc to other companies which complement the services offered by the Client.

Additionally, Web site will consist of a Contact Form. This form will prompt customers for first name, last name, email address and comments. Contents of form will be emailed to one or more recipients of Client company.

Budget Breakdown

Design	200.00
Design Implementation	250.00
Content (5 pages @ \$50 each)	250.00
Programming: Contact Form	150.00
Content Writing	250.00
Total:	1100.00

Options

Web Hosting (Recommended) [] 15.00/month or [] 150.00/year
Maintenance (First 90 Days Free) [] 250.00/yr or [] 600.00/3 years

Schedule

A four week schedule for delivery is proposed, which shall commence on the first business day after this signed proposal is received by the Web company.

Week 1 – Discovery/Interviews

During this phase Client should provide Web Company all needed materials (Appendix “B”). The Web Company will also use this time to do research on Client industry and conduct interviews in order to write content that will appear on the final Web site.

Week 2 – Implementation

During this phase the Web Company will implement the design into the Content Management System (CMS). Content pages will be set up and populated with Web copy. Adjustments will be made to layout of home and interior pages to ensure a clean appearance and user-friendly organization. Finally any programming that needs to be done to ensure the proper functioning of the contact form will be completed during this phase.

Week 3 – Review/Testing

During this phase the Web site will be presented to the client in a staging environment. While not yet visible to the public, the Client will have the opportunity to review all pages of the Web site and test the functionality to ensure everything functions as promised. The Web Company will make any desired changes as long as they do not deviate from the basic confines of the original proposal.

Week 4 – Go Live

After final testing by the Web company, the Web site will be deployed to a production server. Adjustments may be made to ensure high performance and uptime. Web Company will work with Client or other third parties as needed to ensure necessary DNS information is updated and the live Web site will appear at the address www.your-website.com.

Change Orders

If in the course of the schedule outlined above it is realized by either the Client or the Web Company that a change needs to be made to the original scope of work, then a Change Order will need to be completed and signed by both parties (Appendix “C”). An additional fee may be assessed, though not necessarily. Change orders can usually be categorized as one of the following:

Clarification – A clarification is a change that must be made as a result of some unforeseen circumstances which will force a deviation from the original proposal, though with the same goals still in mind. An example of this might be the additional of a page containing legal information vital to the industry in which the Client was involved. Both the Client and the Web may have been unaware of this requirement at the beginning of the project in good faith. In some cases no additional fee may be assessed for such changes, but in cases where the Web Company cannot absorb the entire cost, a fee amounting to ½ the hourly rate may be suggested.

Enhancement – An enhancement is a change that falls completely outside the original scope of work, such as a new module or feature. In order to ensure the schedule and budget are kept as close to the original proposal as possible, enhancements will be deferred to a later phase whenever possible. However the Web Company is more than willing to work with the Client if the enhancement is

considered vitally important for the launch.

Any type of change order may include a change in the price of the Web site and/or the timeline.

Disputes

The Web Company is committed to complete customer satisfaction at every step of the process. In the unlikely event, however, that a dispute should arise and no amicable agreement can be reached, the Web Company will stop work and only require payment for the work completed. In cases of custom development where uncompleted work is of questionable or no real value to client, the Web Company may refund up to 75% of the total project fee, and will retain possession of and rights to all materials (code, designs, etc) developed in the course of the project.

Details and Assumptions

Search Engine Friendliness

Every effort will be made to build a site that is search engine friendly, meaning that in general the site should appear in the search results of search engines such as Google and be reasonably findable for non-competitive terms. However it should be noted that the actual ranking algorithms maintained by services like Google are out of the Web Company's control and therefore we assume no liability for how or if the Web pages created appear in the desired position in search results pages.

Web site statistics/analytics

In order to track vital data about the visitors coming to your site, including but not limited to number of visitors to the site per day, key words used to find your site in search engines, and time spent on each page, we recommend Google Analytics. Google Analytics may be installed on Client's Web site at no additional charge. It should be understood that no statistical data about visitors to the site outside that provided by Google Analytics will be made available.

Browser Compatibility

The Web Company adheres to modern coding standards and as such, the Web site may not appear or function correctly in outdated browsers. Currently the Web Company tests its Web sites in the latest versions of Firefox, Safari, Opera, Chrome and the two latest full releases of Internet Explorer. Should additional support for older browsers be desired, this requirement must be discussed up front and worked into the budget. After the fact updates to achieve backwards compatibility will be billed at the hourly rate. However, the reality is that certain features may be impossible to achieve in outdated Web browsers.

Backups

Nightly backups will be made of all data, images, and other files on your Web site and will be kept for a period of two weeks. Unless the Web company is liable, backups can be restored to the site or provided directly at a cost of \$50/incident. No backups of any kind will be available for longer than two weeks.

Security

The Web Company is committed to the security of your Web site and will employ all available technologies and best practice to ensure the Client's Web site is not compromised by any unwanted

parties. In the event that the site is compromised, Web company will take immediate action to secure the site and ensure such infiltration does not happen again. However, the Web Company may not be held financially responsible for any loss occurring as a direct or indirect result of any such breach.

Uptime

The Web Company understands that continuous available and uptime of the Web site is vital to its success. With this in mind, uptime notifications will be set in place from the date of the Web site's launch, which will notify the Web Company immediately in the event the site becomes unreachable. The Web company will take immediate action to get the Web site back online as quickly as possible. However, the Web Company may not be held financially responsible for any loss occurring as a direct or indirect result of any such downtime.

Maintenance/Support

Any errors which may be found on the Web site within 90 days of the go live date will be fixed free of charge. After this date, the Client has the option of purchasing a one year contract which will extend this warranty for an additional year at the cost of \$250. This warranty may be renewed again for at least two more years, for a total of 3 years + 90 days of coverage. After this time however the software upon which the Web site is based may no longer be supported and an upgrade may be required in order to ensure continued support.

Hosting Elsewhere

It is recommended that the Client purchase the Web Company's hosting package at the rate of \$15/month to ensure uptime, performance and security as outlined above. In the event that the Client wishes to host the site elsewhere, all software, files and database information will be provided free of charge. However the Client will be responsible for setting the site up on the third party hosting environment, or may seek the assistance of the Web Company at the billable hourly rate. Once the Client chooses to host site elsewhere, the Web Company can no longer warranty the uptime, performance, security or errors that may occur on Web site after it has been moved to a different hosting company.

Hourly Rate

At the time this proposal was written, the hourly rate for custom development, enhancements or other services is \$60. This rate is subject to change at any time, but will be honored for at least one year from the date this proposal is signed.

Signatures

With our signatures below, Web Company and Client hereby agree to all the terms outlined in this document.

Web Company

Printed Name: _____

Date: _____

Signature: _____

(Authorized Representative)

Client

Printed Name: _____

Date: _____

Signature: _____

(Authorized Representative)

Appendix A.

Design Screen Shot



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Location



123 Main St. Suite 300
Minneapolis, MN 55401

[Get Directions to our Minneapolis Office](#)

Contact us by Email

Name

Email

Primary Phone Number

Briefly Describe your case:

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We will never share or sell your email address or phone number.

Affiliations



Appendix B.

The following materials are needed by the end of week one to ensure the project stays on schedule.

- Photos of business
- Head shots of each staff member to appear on Team page
- Short bio of each team member

Appendix C.

Change Order Form

Project Title: _____

Project ID: _____

Client Name: _____

Client Email: _____

Client Phone: _____

This item is a:

Clarification

Enhancement

Other _____

Description of change or addition:

Description of Services	Estimated Hours	Cost (\$)
	Total Cost (\$)	

I am in agreement with the additional charge, description, timeline, and details outlined above. Please sign the document below and fax back to (801) 348-2280.

Printed Name: _____

Date: _____

Signature: _____

(Authorized Representative)