



Website Development Proposal

for

Acme Manufacturing

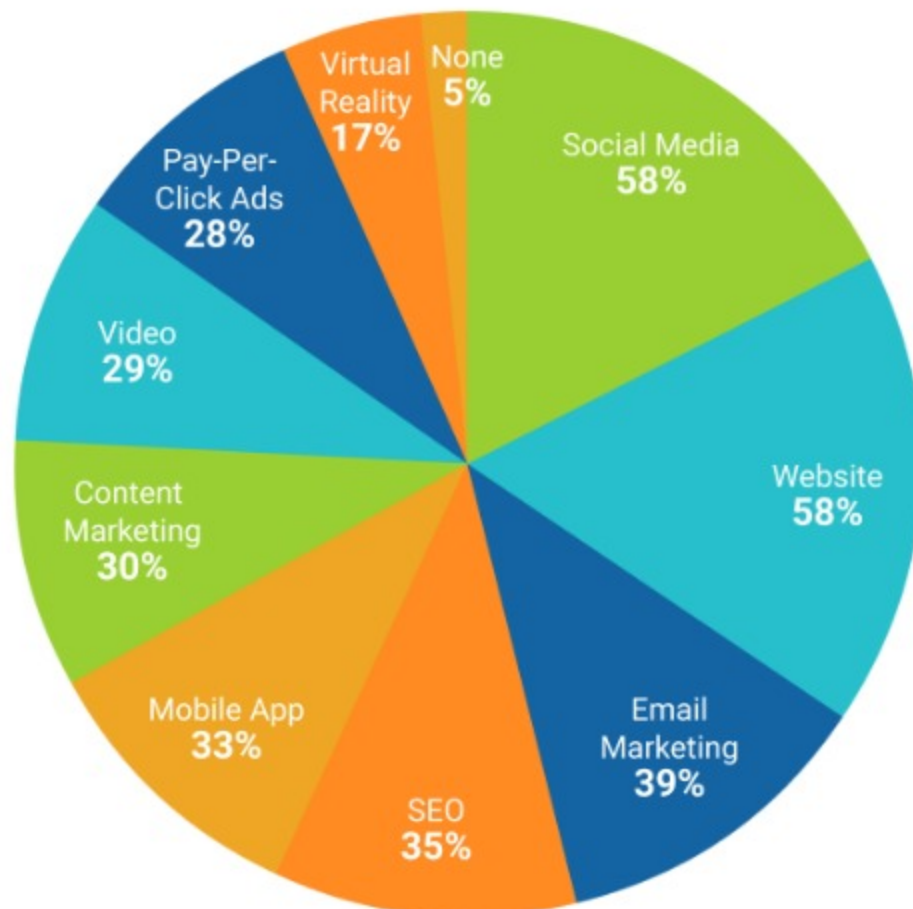
09/04/2019

Objective

Our objective is to design and build a professional and user friendly website that enhances client's brand, effectively communicates client's marketing messaging and product and service information and is optimized to be easily found in search engines.

Scope of Services

- Work with client to clearly define its target audience. This is an integral step in determining the structure, design and functionality of the website.
- Determine the specific functionality required for the website (e.g. ecommerce, email capture, form submissions etc.)
- Determine the content required for the website.
- Map out the page structure and architecture of the website.
- Create a user-friendly navigational structure that allows users to easily access the specific content they are seeking.
- Create visual design that enhances and conveys the company's brand and messaging, and that presents the website content in a visually appealing manner to increase its effectiveness.
- Create fully responsive visual design to assure that website looks great on all devices including desktop, tablet and mobile.
- Provide all stock images needed for the website design and optimize images provided by client.
- Research target search keywords to determine the most effective keywords to target in website content, to improve visibility of website content in Google searches.
- Analyze Google search results to determine optimal SEO strategy.
- Analyze websites and seo strategy of direct competitors to apply positive insights to client SEO strategy.
- Provide client with recommendations of content that should be created for website.
- Write and edit all content for website pages based on content and information provided by client.
- Optimizing each webpage and content post with the proper meta tags and header markup according to SEO best practices.
- Install and configure the Wordpress Content Management System (CMS) that will allow client to easily update and make changes to the website.
- Optimize website for speed, to assure that all pages download quickly.
- Install and configure security software to protect website from hacking and malware attacks.
- Launch website on hosting platform chosen by client.
- Provide post launch support to troubleshoot problems directly related to the development of the website.
- Install and configure Google Analytics and Google Console to effectively track and monitor website traffic and search engine optimization.
- Train client in how to use content management system to add, modify or delete website content and how to maintain website.



Our Process

- Once we enter into a formal agreement, we schedule a discovery meeting to fully understand our client's objectives and requirements. We will then create a project plan, and schedule additional discovery meetings if needed.
- Based on our discovery, we will create the website structure and navigation. We will also work with the client to determine the content necessary for the site. The result of this step will be the information architecture of the new website.
- After completing the site's architecture, we will begin the design process, and provide the client with several design variations for the homepage. Based on client feedback, we will complete the homepage and then move on to design the rest of the website pages.
- Concurrent with the design process, we will begin aggregating, writing or editing the content and marketing copy for the website.
- We will also begin the SEO process to optimize every page of the website.
- As we develop designs and content, we will ask client to review and approve.
- Once all the web page designs are approved, we will insert the client content.
- Upon client review and final approval, we will launch the completed website to a host chosen by client.
- After launch, we will troubleshoot any issues to assure that website is working properly and provide client with training on how to administer the website.

Timeframe

This project will take 4 to 6 months, assuming full client cooperation and responsiveness.

Your Investment

Option 1: \$15,000

This option includes everything in the Scope of Services above.

Option 2: \$20,000

This option includes everything in Option 1 plus:

- Create functionality to capture email addresses and add them to an email list in exchange for the user's ability to download a pdf doc.
- Add capability to easily share website content on social media and to allow users to follow client on social media.
- Provide ongoing maintenance and support for 1 year at \$199 per month.

Option 3: \$25,000

This option includes everything in Options 1 and 2 plus:

- Design a logo that represents client's branding.
- Install and configure chat capability.
- Obtain inbound links from major directories to improve SEO ranking.
- Implement email and social media outreach campaign to acquire relevant inbound links to improve SEO ranking.

About Us

Onrush Digital is a boutique digital marketing agency located in Hackensack, NJ. Our areas of expertise include website development, SEO, content creation, social media and email marketing, sales prospecting and PPC advertising.

What we're most proud of is our record of completing projects on or before schedule and within the agreed upon budget. And we make sure that each of our clients is 100% satisfied with our work. Many clients have come to us after having horrible experiences with agencies or contractors that promised the world, but failed to deliver in a timely manner (or not at all). When we deliver projects quicker than they ever expected, they know they've made the right choice.

Our Management Team

Arnie Singer, CEO

Arnie is an experienced entrepreneur and digital marketing maven who loves implementing strategies and campaigns that make his clients money. He has authored 4 books and hundreds of blog posts and articles

Esta H. Singer, VP Business Development

Esta is an inbound marketing and social media guru who takes immense pleasure in helping companies build their brands, extend their reach and generate leads. She is a sought after lecturer and speaker at digital marketing and social media conferences and venues.

Natalie Singer, VP Client Services

Natalie worked for almost a decade as a public relations officer at the British embassy in Tel Aviv. Now she is in charge of providing our clients amazing service with a British accent. You'll love it!

Dan Brody, VP Media

Dan applies his extensive experience in digital advertising, social media and digital video production and marketing to help companies reach their target markets. He is founder of a local digital platform and a digital video agency.

Terms

- Initial payment of 50% of the total project price must be made upon signing of proposal, prior to project start.
- Second payment of 25% of the total project price must be made upon approval of homepage design.
- Third and final payment of 25% of the total project price must be made upon final approval of website, prior to launch.
- Onrush Digital retains complete ownership of all deliverables until final payment is made and balance owed is paid in full.
- If project is not completed by 6 months from the signing date of this proposal due to client inaction, Client is liable to pay entire balance owed.
- Payments can be made to Onrush Digital LLC.
- This proposal is valid for 30 days.

Next Step

Please select the investment option you want below, enter your name or initials in the signature box and click accept.

Your typed signature below - or your payment - indicates agreement with the proposal and terms above and constitutes the launch of this project:

Signed and Agreed to by:

Arnie Singer
for Onrush Digital

09/04/2019
Date

Option 1 Option 2 Option 3

09/12/19
Date

I have read and accept the terms of this proposal.

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