



Your Company Name arnie@onrushdigital.com 999-999-9999 www.yourcompany.com

## 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

### Strategy and Structure

- 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.

### Design

- 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.

### SEO

- 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.
- Optimizing each webpage and content post with the proper meta tags and header markup according to SEO best practices.

### Content

- 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.

### Functionality

- 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 Maleware attacks.

### Launch and Support

- 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 2 to 4 months to complete, assuming full and timely client cooperation.

## Your Investment

### Option 1: \$10,000

This price includes everything listed in the Scope of Services above.

### Option 2: \$13,500

This price includes everything in Option 1 and the following:

- Install and configure chat capability.
- 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.
- Implement email and social media outreach campaign to acquire relevant inbound links to improve SEO ranking.
- Provide hosting and ongoing maintenance and support for 1 year (\$1,750).

### Option 3: \$16,000

This price includes everything in Option 1 and Option 2 and the following:

- Design a logo that represents client's branding (\$1,500)
- Obtain inbound links from major directories to improve SEO ranking.
- Create social media profile pages for Google Business, Facebook, LinkedIn and Twitter.

## About Us

YOUR COMPANY is a boutique digital marketing agency located in YOUR CITY. Our areas of expertise include web design and development, SEO, content creation, social media and email marketing.

What we're most proud of is our record of completing projects on or ahead of schedule and within the agreed upon budget. We make sure that each of our clients is 100% satisfied with our work.

### Out Team

#### Jim Jones, CEO

Jim is an experienced executive with 15 years of experience in digital marketing. He speaks at conferences and has authored numerous articles and whitepapers on the subject.

#### Tom Smith, VP

Tom is an experienced executive with 15 years of experience in digital marketing. He speaks at conferences and has authored numerous articles and whitepapers on the subject.

#### Jill Jones, Head Designer

Jill is an experienced executive with 15 years of experience in digital marketing. He speaks at conferences and has authored numerous articles and whitepapers on the subject.

## 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.
- YOUR COMPANY 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 YOUR COMPANY 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:

Your Signature

for Your Company Name

10/24/2019

Date

Option 1  Option 2  Option 3

10/30/19

Date

I have read and accept the terms of this proposal.

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for Test Client

Contact: Your Company Name arnie@onrushdigital.com 999-999-9999 www.yourcompany.com