

WEB SITE DEVELOPMENT PROPOSAL

PURPOSE OF WEBSITE

The purpose of this website is to promote Affiliate products and services or to market the organization to a global market you have identified through your research.

Your website will serve as the focal point of your global entry into the online organization

SERVICES

We will provide the following services during the development of your website:

- Develop a page layout, look and feel to be used throughout the site using your existing package, username and password, with your guidance using one of the standard templates.
- The site will be developed using a Content Management System that stores the content on the database and allows for easier update.
- Register a domain name for you to host the webpage. We will review your domain name and help you to choose just the right one for your website. Testing the keywords for maximum profitability and deciding on the right ones to use would of course determine which phrase we use.
- Design the navigation scheme according to your instructions.
- Develop different pages for the content.
- Edit, optimize and incorporate content in the form of text, photographs and images provided by you into the website.
- Optimize the website for search engine positioning using keywords relevant to your niche market.
- Create a Site Index to maximize search engine positioning for your website. A Site Index is one of your most valuable pages and should be included in every website you build.
- Create a Contact Us page incorporating a form using to minimize spam email messages coming to you from your website.
- Connect you're the website to your social networking sites such as Facebook, Twitter, YouTube channel, Instagram etc.
- Configure your corporate Emails.
- Provide technical support after the website is online.



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PROPOSED SITE MAP

The following site map is proposed. The site map may change during the development of the website.

- Home Page – including an introduction, introducing you as an enthusiast and a subscriber sign up form to capture your visitor's name and email address for follow up later through your email Newsletter
- Article Pages – up to 10 Search Engine optimized article pages, written by you, myself and others pre-selling affiliate products and providing information to visitors searching the web looking for information on wooden toys
- A Web-blog (Blog) page for additional information and to assist your SE Optimization efforts (using my proprietary strategy mentioned earlier)
- A Contact Us page– including your company address, phone, fax, and an online contact form to minimize spam email messages
- A detailed Site Map – an outline of your website to aid both people and Search Engines finding your web pages

CONDITIONS

We have made the following assumptions

- Up to two images per page averaged across the site
- Images are defined as photographs, illustrations, animations, and custom graphics. Features common to every page of the design (banners, icons, menu graphics, etc.) are not considered images.
- Up to three hours of follow-up support during the first two months after the website is put online. This support can be in the form of site modifications, minor updates, technical support, or consultation.
- Hosting of your website is through your account and is not included in this quotation.
- You will provide all images for the website. You will also need to provide me the text to be used in the content pages and the home page. We will write the text for other pages such as Contact Us, etc. and help edit your text to optimize it for readability and search engine optimization, but you will at all times maintain total editorial control.



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EXCLUSIONS

This proposal does not cover:

- HTML,CSS,PHP,Java Script instruction
- Computer instruction
- Website design instruction
- Website support beyond that specified herein
- Fees related to merchant accounts and online payment processing
- Website maintenance fees

SCHEDULE

This schedule defines the major tasks to be completed during the life of the project. Individual tasks may be added, deleted or moved as required to meet the demands of the design. The elapsed times are estimates and may vary depending on workload, changes, customer submissions, and third-party service providers. Development and design will take at least 3 weeks.

Phase 1

- Proposal review
- Initial payment – 1/3 of the total cost

Phase 2

- Decide on and register your domain name
- Design of site theme, look and feel, template selection.
- Development of navigation scheme
- Progress payment – 1/3 of the total cost



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Phase 3

- Receive content and submission of you including your trial home page content (I'll review and edit this if necessary), and 5 keyword focused content pages containing articles for tier two pages, any photographs that you would like to include, affiliate link information for inclusion in your pages and anything else that you would like to include in the site but just aren't sure where it would go ;-)
- Incorporation of your material into your website including creating your final Sitemap, Contact Us form and web page, your Web Log (Blog) page, a Links page and the other pages outlined above
- Test all links, forms and email addresses to make sure that they all work effectively
- Present your site to you for review and approval
- Final payment – 1/3 of the total cost

Phase 4

- Transfer and handover of ownership of the site to you

CHARGES

Domain Registration and Hosting ~ 5,000Ksh (starter package) paid annually

Totals: Website Development – Ksh. 25, 000.

RECURRING FEES

You should expect the following recurring fees:

1. Domain registration (annual)
2. Hosting (annual)



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WEBSITE MAINTENANCE

We will provide periodic website maintenance and support as per the agreement.

Website maintenance is not included in the quoted Design Fees, however as my client, we want to help you succeed in any way we can. Therefore if you have a website related problem at any time, let me know and we will see what we can do to help.

We guarantee that we will work to the best of my abilities to help you to make your web Business successful. We want you to be totally delighted with your new website.

You will still have to create new content over time for your site to achieve top search engine rankings, but this will provide you with a very good start online.

Thank you for giving us the opportunity to quote on your new website. If you have any questions about this quote, your new website, or online marketing in general, please feel free to contact us.



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