

# WEBSITE DEVELOPMENT PROPOSAL FOR

## KELLIWELL

Thank you for your interest in working with Website Muscle for your website project. We're excited at the prospect of partnering with you and to offer the following Proposal. The Proposal outlines the scope of work and cost. It also covers the terms that will serve as our Agreement for the entire process, should you decide to work with us.

### YOUR GOALS

We start with the end in mind. Based on the conversations we've had, here's what we need to build for you:

- Clean, modern and professional website design that immediately sets the tone and captures the attention of the visitor
- Assuming you don't have a custom photo or video created, we will help to find the best possible image or video available for the home page banner
- Create 2 different lanes from the home page - Residential and Commercial
- Without 'selling' on the website, it needs to adequately explain the problem and the value that the Kelliwell products provide
- Add customer testimonials/stories to establish trust with the audience
- "Mobile-First" design strategy to ensure the website is easy to view and navigate on all devices - Mobile, Tablets and Desktops
- Optimize user experience (UX) to increase conversions and to allow users to better find the information they are seeking

## OUR PROCESS

We believe the best way to do anything is to *begin with the end in mind*. That's why we take a "Strategy First" approach to website design. We also believe in open communication throughout the project, so we'll have you involved, providing feedback and giving your stamp of approval at multiple checkpoints.

### **Discovery**

This process is about more than getting a website launched - it's about conveying the proper message to reach your ideal audience. And to do that, we have to get to know you and your business, identify your unique value, and understand your target customer. Our Discovery process helps us not only learn all these things, but craft a winning message for your new website.

### **Wireframe**

After Discovery, we'll create a home page wireframe - basically a "stick figure drawing" of the home page layout. [Learn more about our wireframes here.](#)

Wireframing is a strategic process based on what we've gleaned from Discovery: what is most important to convey on the home page and in what order. Before adding the bells and whistles of design, we need to determine how to guide the visitor through their first impression of your company.

### **Content & Design**

We'll help you craft the marketing messages that set the foundation and tone for the website, and if you need more in-depth assistance with content writing or editing, we can help with that too. We like to have as much content as possible ASAP, so we can design and build the pages around the existing content.

After you've approved the home page wireframe, we'll design and build the home page for your review. Here's where colors, fonts, images, animations, and other elements come into play. We'll send it to you for your review and make revisions as needed.

Then, once the home page is approved, we'll build out the remainder of the site using the same look and feel as the home page. Before we launch, we'll go through another round of revisions, making any final tweaks and adjustments you need.

## OUR VALUE

### **WordPress**

Your site will be built on the WordPress platform, utilizing modern technology and software. It will be designed for desktop, tablet, and mobile devices, and compatible with modern browsers such as Google Chrome, Safari, Firefox, and Microsoft Edge.

### **SEO**

Your website will be built using Search Engine Optimization (SEO) best practices to ensure that search engines are reading code and content for better placement in organic search engine rankings.

All our website projects include what we call “Basic SEO”. Basic SEO includes page titles, focus keywords, meta descriptions, and alt text on images. We also optimize images to improve site speed and page load times. Before launch, we install Google Analytics and, for our Managed Hosting clients, an SSL Certificate for security.

We’ll do our best to get to the bottom of your goals for your new website and we’ll make strategic recommendations for how the website should be built to support and align with those goals and objectives.

### **Images**

We’re sure you’ll want beautiful, high-quality images to go with your brand new site. You’re welcome to provide us with high-res photos of your own, and/or use our extensive library of stock photos at no extra cost. We’re happy to help you select stock photos.

### **Content**

We’ll help craft your marketing message, including compelling headlines. We’ll make recommendations on how best to organize your existing content, and can help with writing new content if needed.

### **SSL Certificate**

If you host with Website Muscle or WP Engine, you’ll get a free SSL Certificate. An SSL Certificate encrypts the data being sent from a web server to a web browser, reducing the risk of hacking (for you) or identity theft (for your visitors).

### **ADA Compliance**

Unfortunately, many businesses are receiving demand letters from law firms claiming their websites aren’t accessible to people with disabilities. While ADA compliance for websites has not been strictly defined, we make our best effort to help. We’ll install an accessibility plugin and

Accessibility Statement on your site, and we'll add alt text to images, making them "readable" to individuals with visual impairments using screen readers.

### **CDN for Site Speed**

A Content Delivery Network (CDN) essentially works like this: your website's digital assets are loaded on servers all over the country, so that wherever a potential customer is viewing your site, your pages will load as fast as possible.

### **Spam Reduction**

Having to sift between legitimate contact form submissions and spam submissions can be extremely annoying, and is not a good use of your time. We'll install a plugin to drastically reduce (possibly eliminate!) spam on contact form submissions.

### **Google Analytics**

We'll install Google Analytics on your website in case you're interested in learning how your website is performing. And if you host your site with us, you'll receive a monthly report including analytics.

### **Website Updates**

Don't worry - we're not going anywhere! We want to be your long-term partner so your website always stays up to date and relevant. Your business is always evolving, so as you experience changes with your team, services, etc., we'll be here to help make changes and updates.

### **Tutorials**

For those who are interested in handling website changes themselves, we'll provide step-by-step tutorial videos specifically tailored to the kinds of edits you'll be doing.

### **Managed Hosting**

All live websites have to be hosted somewhere, and not all hosting companies are created equal, so it's an important decision. We offer a Managed Hosting solution for clients who want us to handle all "behind the scenes" software updates for optimal performance and security, as well as "front end" website updates and maintenance. [Learn more about our Managed Hosting here.](#)

## SITEMAP

The following proposed sitemap is the framework for the scope of this project. Page names and navigation may be changed in the Strategy Meeting, but the number and type of pages will need to mirror the following.

### Primary Navigation

- Home
- Residential
  - Problem (facts)
  - Solution (products)
  - Process / Outcome
- Commercial
  - Problem (facts)
  - Solution (products)
  - Process / Outcome
- Science and Research
- Stories
- FAQ
- About
- Blog
- Contact
- Get a Quote

Note - include trade association logos and social media links on all pages, most likely in the footer section

### Hidden Navigation:

- Privacy Policy - required legal content, provided by client
- Accessibility Statement - provided by us

## CLIENT TESTIMONIALS



“You provided us with an all-star team that exceeded our expectations. You were able to highly enhance our content, slay the layout, and take the stress out of ‘launch mode.’ Our site provides a true image of a global company that’s been in business for 25 years.”

**Julie Creed**  
**Marketing Manager at RJE International**



“The product is clean, and engaging. So much so that our largest competitor reworked their site 2 months later copying the product website muscle helped us build.”

**Michael Khoury**  
**Director of Global Trading at Trio Supply Chain Solutions**



“Impeccable service from very competent service oriented people. The team at Website Muscle have brought my website from last to first! But that wasn't good enough, then they redesigned it for better mobile use and made it even better! Not only do they do what they say but they deliver on time with quality and character.”

**Ron Inchausti**  
**Owner at Coast Motor Werk**

## ONLINE REVIEWS



## PROFESSIONAL AFFILIATIONS



**PARTIAL CLIENT LIST**

Academy West Investments  
 Advanced GeoSolutions  
 Aero Club of Southern CA  
 Aerospace Manufacturing Group  
 Agri-Turf Distributing  
 American Rubber Products  
 Automation Alliance Group  
 Berkley Disability  
 BioDot  
 Broadshore  
 Broadway Advisors  
 Brookhollow  
 California Auto Finance  
 CALWA  
 Campbell Window Film  
 Cannon & Nelms  
 CAPA  
 CapRock Partners  
 Catalina Dream Vacations  
 CCP Real Estate Advisors  
 CD Chunn  
 Century Paving  
 Center for Inherited Blood Disorders  
 Clean Path Recovery  
 Cleveland Plumbing  
 Coast Motor Werk  
 Coastal Tile  
 Costa Mesa United  
 Country Club Jewels  
 CPI Resources  
 Critical Structures, Inc.  
 Cummins & White  
 DBA Software  
 DJM Investments  
 E Factor  
 Electronic Precision Specialties  
 Enterprise Automation  
 EPD Solutions  
 Epiphany Sober Living  
 Estancia Football  
 Evolution Filmworks  
 Eyevance Pharmaceuticals  
 Facetron  
 FreightSaver  
 Geoff Willis Law  
 GreenTree Properties  
 Hunt Enterprises  
 Hyatt Die Cast & Engineering  
 Interchange Industrial  
 Intueor

JL Motorworks  
 Kerrigan Advisors  
 Koury Engineering  
 Laura Muggli  
 Left Coast Company  
 MB Pro  
 McKnight Crossing  
 MD Technology  
 Merchant One  
 Morrow Management  
 ND Testing  
 OC Coastkeeper  
 Optime Care  
 Orion Insurance  
 Partners Bank  
 Payday Money Centers  
 Pelican Realty Management  
 Pence Wealth Management  
 Pendulum Property Partners  
 Petroleum Marketing Equipment  
 Private Eyes Optometry  
 Remedy Physical Therapy  
 Riot Glass  
 Rollem International  
 Rosegarden Music Gallery  
 Safety 1st Driving School  
 SGSB Law  
 Showtime Vinyl  
 Simon Family Foundation  
 Simons Corp  
 Singh Law Group  
 Spaccio Italiano  
 Squar Milner  
 Structure PMG  
 TDI Custom Packaging  
 TECCIM  
 The Country Club  
 The Haute Room  
 Tico Electronics  
 Total Property Management  
 Tropical Logistics  
 TwinRock Partners  
 University of California, Irvine  
 Univest, Inc.  
 Villa Lucia  
 Watt Tieder  
 Westamerica Communications  
 West Coast Fire Stopping  
 Western Resources Title  
 Wheaten Financial  
 White & Co. CPA

## PROJECT INVESTMENT

**Total project amount: \$10,000**

50% Deposit before project can begin  
25% Progress Payment upon approval of Design and Content  
25% Upon completion of scope of work

## NEXT STEPS

We'd love to get started right away so we can help your marketing goals come true as soon as possible.

If you would like any portion of this proposal revised, please contact me to discuss.

Terms, fees, and conditions contained in this proposal are valid for 15 days from the date of the proposal. Once accepted, these terms, fees and conditions will become part of the project agreement.

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