# **WEBSITE** DEVELOPMENT PROPOSAL FOR



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 lets the user know that Telco provides not just a product but also a white glove solution

- Website structure and content to be created that connects with your ideal audience - small to midsize B2B companies

- Add customer testimonials to establish trust with the audience

- Add basic SEO to ensure Google can read and begin to index the website

- Create a background video for the home page, if desired

- "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.

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# 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
- About
  - Overview
  - Careers
  - News (transfer all blog posts)
  - Legal
    - Hosted IP-PBX E911
    - Service Level Agreement
      - Voice
      - Data Services
      - Dedicated Internet Access (T1)
      - EOC/EOF
      - MPLS
      - VPN
      - DSL
      - neXfone hosted PBX
    - Surcharges, Taxes and Fees
    - Acceptable Use Policy (customer)
    - CPNI: Your Rights and Options
    - Service Guide
    - Acceptable Use Policy (website)
    - Privacy Policy
    - Bill Messages
    - Tariffs
    - End User Service Agreement
  - Project Managers
  - FAQ
- Telecom Services
  - Data Services
    - Dedicated Internet Access
    - EOC/EOF
    - MPLS
    - Integrated T1
    - DSL

- - - ■ Point to Point
        - ■ VPN
    - ○ Voice Services
        - ■ SIP Trunks
        - ■ ISDN T1
        - ■ T1 PRIs
        - ■ Business Access Lines
        - ■ Local Calling
        - ■ Long Distance
        - ■ Toll Free Service (dedicated and switched)
        - ■ Remote Call Forwarding
        - ■ Conference Calling
    - ○ IP Phone Services
    - ○ neX VoIP Platform
        - ■ neXsip - SIP Trunks
        - ■ neXfone hosted pbx
        - ■ neXfax - efax
        - ■ VoIP Quality Assessment - MOS
- Partners
- Emergency Services
- Internet Speed Test
- Nexfone Portal Login
- Contact

Total pages - approx 55

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

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## 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

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**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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