

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 best represents the quality and legacy of this amazing company
- Work to condense the 80 current pages into a streamlined and easy to navigate website experience - Optimize user experience (UX) to increase conversions and to allow users to better find the information they are seeking
- Build a website that can scale and is easy to maintain
- Keep the website functions that are currently working well, i.e., the quote functionality, the ability to see all services, the live chat, etc.
- Tell the story of the culture and employment opportunities to attract more ideal employee candidates
- "Mobile-First" design strategy to ensure the website is easy to view and navigate on all devices - Mobile, Tablets and Desktops
- Integrate the blog site and the videos site into the main site

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
- Services
 - Approx 12-15 Individual Service Pages
- Specials
- Reviews / Stories
- Locations
 - 5 Location Pages
- FAQs
- About
- Videos
- Careers
- Contact
- Estimates
- Clean by Mail

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	JL Motorworks
Advanced GeoSolutions	Kerrigan Advisors
Aero Club of Southern CA	Koury Engineering
Aerospace Manufacturing Group	Laura Muggli
Agri-Turf Distributing	Left Coast Company
American Rubber Products	MB Pro
Automation Alliance Group	McKnight Crossing
Berkley Disability	MD Technology
BioDot	Merchant One
Broadshore	Morrow Management
Broadway Advisors	ND Testing
Brookhollow	OC Coastkeeper
California Auto Finance	Optime Care
CALWA	Orion Insurance
Campbell Window Film	Partners Bank
Cannon & Nelms	Payday Money Centers
CAPA	Pelican Realty Management
CapRock Partners	Pence Wealth Management
Catalina Dream Vacations	Pendulum Property Partners
CCP Real Estate Advisors	Petroleum Marketing Equipment
CD Chunn	Private Eyes Optometry
Century Paving	Remedy Physical Therapy
Center for Inherited Blood Disorders	Riot Glass
Clean Path Recovery	Rollem International
Cleveland Plumbing	Rosegarden Music Gallery
Coast Motor Werk	Safety 1st Driving School
Coastal Tile	SGSB Law
Costa Mesa United	Showtime Vinyl
Country Club Jewels	Simon Family Foundation
CPI Resources	Simons Corp
Critical Structures, Inc.	Singh Law Group
Cummins & White	Spaccio Italiano
DBA Software	Squar Milner
DJM Investments	Structure PMG
E Factor	TDI Custom Packaging
Electronic Precision Specialties	TECCIM
Enterprise Automation	The Country Club
EPD Solutions	The Haute Room
Epiphany Sober Living	Tico Electronics
Estancia Football	Total Property Management
Evolution Filmworks	Tropical Logistics
Eyevance Pharmaceuticals	TwinRock Partners
Facetron	University of California, Irvine
FreightSaver	Univest, Inc.
Geoff Willis Law	Villa Lucia
GreenTree Properties	Watt Tieder
Hunt Enterprises	Westamerica Communications
Hyatt Die Cast & Engineering	West Coast Fire Stopping
Interchange Industrial	Western Resources Title
Intueor	Wheaten Financial
	White & Co. CPA

PROJECT INVESTMENT

Total project amount: \$12,000

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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