

WEBSITE DEVELOPMENT PROPOSAL FOR

Century Eyecare Optometry

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
- Build out some additional content around the services that you offer and better highlight your specialties
- Discover and highlight your unique value proposition
- "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.

- Home
- Services
- Placentia, CA
 - About Us
 - New Patient Forms
- Orange, CA
 - About Us
 - New Patient Forms
- COVID-19 FAQ
- Careers (if desired)
- Contact

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: \$8,000

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.

Sam Nelson
949-244-1700 x700
sam@websitesmuscle.com