



# Electronics Website Proposal

Prepared for: [REDACTED]

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## Why You're Here

Starting a new business is exciting. It's the business equivalent of base jumping. To survive (and thrive) you need an online presence, both to leverage business online, but more importantly, to give yourself "street cred" and to drive business to your brick and mortar store. In order to have a successful launch of your business, a solid web presence is essential, but you need a site that can grow with your business.

## Where You Want To Be

You need to maximize the effectiveness of the website, but you also need to keep a lid on costs. The best way to accomplish this is with a site design that addresses all your immediate needs, but is architected with an eye towards expanding into other areas (for instance, eCommerce) without a need to redesign the entire site from scratch. You want a site that is mobile-responsive, SEO-friendly, attractive, easy-to-use, and positions your company as successful, aggressive, and poised to match discriminating customers with the best merchandise at the best price. And you need all this in time for your launch, so that it will do you the most good.

## What We Want To Do

With the end goal of helping your team make as many sales as possible, we propose the following:

1. **Build a website that addresses your core needs.** Our design will work equally well on desktops, laptops, tablets and smartphones. It will be optimized for search engines. And it will be easy-to-use for customers.
2. **Make the site easy to update.** The last thing you want is a great-looking site that costs a fortune to update, every time you turn around. Our site plan is to provide a dashboard that is as easy to use as any basic word processor, allowing you to edit, add and delete pages, with the ability to work with text, pictures, audio and video.
3. **Get trained.** We will include 2 hours of on-site training, so that you're completely comfortable with the site.
4. **Get support.** We'll offer you two months of support included at no additional charge, for questions and technical support.
5. **Get room to grow.** We'll design the site so that we can add eCommerce capabilities as a "phase two" addition to the site, without having to go back and redesign it from scratch.

## What We'll Be Preparing For

- **Ramping up quickly.** Because yours is a new business, being nimble and anticipating change is essential. We'll be ready to move quickly, and modify our plans to sync with your needs.
- **Adding eCommerce.** Since we know we'll be doing eCommerce down the road, we'll design the site with that in mind, to make the transition as painless as possible.
- **Launches always require dealing with unforeseen circumstances.** We will anticipate as much as we can, but be ready to handle glitches and other gremlins that popup during the launch phase.

## Why We Are The Best For The Project


We started designing and building websites back when the only available tool was a text editor, long before anybody thought of putting video, audio, or a shopping cart online. We created the very first electronic magazine online. And we've written two books on corporate graphic design. We've done award-winning work for the State Bar of Georgia, IBM, Microsoft, Macromedia, Adobe, and a hundred small startups you've likely not heard of. We bridge the divide between technology, marketing and design. In short, *we get it.*

## How We Can Do This For You

There are two clear paths to solving the problem at hand. The first will get you the site you need for launch. The second option adds eCommerce to the mix from the get-go. Because of the way the site will be built, we can offer you a discount on doing both at once, or give you the option to add eCommerce later, at a modest additional cost.

### Option 1: The BASICS

We'll create your site, focusing on a professional look and feel, expandable architecture, easy-to-use navigation, and establish a brand you can build upon. The site will be mobile-friendly, and work equally-well on all platforms.

This option will likely take between 4 to 6 weeks of development, and will run 

### Option 2: The BASICS + eCommerce

Because of the way the site is designed, in some ways it's easier to build the eCommerce platform from the get-go. Because of this we can offer you a discount to do both the fundamental site design and add the eCommerce capabilities (even if you don't want to turn that functionality on to

begin with) for less than we can if we start with a non-eCommerce site, and then add the eCommerce code later.

This option will take the same 4 to 6 weeks of development, and run [REDACTED]

### Option 3: eCommerce addition (requires Option 1/the BASICS)

With this option, we add eCommerce to the existing basic site, and rework the existing products, putting them into the eCommerce engine.

This option will take an additional 10 days to 2 weeks, and will run [REDACTED]

## Associated Options

**Branding/Corporate Identity.** We can design a brand for your company for an additional [REDACTED]. This will include a logotype, electronic files for business cards, signage, vehicle signage (magnetic signs or vehicle wraps), letterhead and envelopes, as well as a style guide to help you use the logo to maintain the integrity of your brand.

**Hosting.** We recommend WP Engine as your hosting company. They normally charge \$39/month. If you opt to prepay, you'll get two months per year free. As we buy in bulk from them, we can offer you a price of \$30/month on hosting through them.

**Support.** You get two months of support included in this agreement. After that, we offer per-incident support at [REDACTED]/hour. If you want us to monitor your site for outages and updates, we charge [REDACTED]/year, which includes installing any theme/plugin updates.

## Where Do We Go From Here

As you can see, if you choose to move forward with adding the eCommerce code from the start, you can save [REDACTED] on development costs. We'll be happy to develop the site either way, but we wanted to offer you the option.

Our primary goal is 100% customer satisfaction, both while we develop your site, and after our work is done.

When we work together, we'll talk weekly to discuss progress and lay out the plan for the upcoming week. As custodian of your budget, we will make sure that we're on track for a successful, on-time delivery that stays within your budget, with no unpleasant surprises.

All we need to get started is a 50% deposit, which will allow us to schedule your project into our calendar. If you can make a commitment to the project this week, we can insure that your site will be ready to go at least two weeks before you are scheduled to open in July.

We look forward to helping your business grow!

**To move forward, please sign below and return:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

*NOTE: This quote is valid through* 