

Web Design Proposal

Prepared

By Clayton Anderson

DULAND BUSINESS SERVICES (DBS)

Introduction

Overview

The emergence of the Internet era provides the Client to expand its reach to its target audience as well as serve its existing members and loyalists in a far effective manner. Duland Business Services proposes to provide Client with full package of website design and maintenance services.

About Us

My name is Clayton Anderson. I am a creative and multi-talented freelance web designer and web developer. I provide a wide range of services including **web design**, web development, mobile application development, web hosting, and consulting. My business offers customer-oriented services and delivers creative and effective results. I have a Bachelor of Science Degree in Web Design and Development and have officially been working in that position in freelance since 2008. My portfolio website is www.dulandbusiness.com for your viewing.

Scope of Work

For the initial phase of development (the online presence), Clayton Anderson will work with the client to create website design concept and content for the following pages:

- **Home** – This page will be the starting point for most, if not all, users, and so will need to provide the broadest amount of information while maintaining a clean and professional appearance.
- **About Us** – Client will provide Clayton Anderson information regarding the history of or other appropriate information regarding their company.
- **Services** – Client will provide Clayton Anderson full list of services and offerings to be posted in this section.
- **Contact Us** – Contains contact information for the client along with the Information Request form.

Clayton Anderson will maintain a content management solution to allow Client to easily update the website on daily basis. All necessary extensions for the content management system will be purchased and maintained by DBS.

Design and consulting services will be provided on hourly basis in amount written in Fees section. Services not listed in Fees section should be considered as additional and out of scope of this proposal.

Fees*

Design and Consulting: \$25 per hour

Website Creation: Flat Fee of \$500 (5 pages)*

Web Hosting: Starting at \$51 per year

30 Keywords SEO w/ Placement Guarantee @\$2.00 per keyword=\$60.00

Webmaster: \$25 - \$50 per month (\$300-\$600 per year)

*Ecommerce Functionality: \$100 additional

Fees are subject for change or negotiation

Terms and Conditions

Client shall pay Clayton Anderson initiation payment equal to 50% of the project total cost. This payment is non-refundable.

Project is to be completed within 2 months from initiation payment date.

Final payment is due upon completion when project is approved and live.

Clayton Anderson,

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Webmaster Duties and Responsibilities

- Maintain company website
- Ensure that the site along with the pages attached to them are in working order
- Review each site and mark out the changes required in it
- Check the level of security in each site and update it
- Make sure that the site is secured and the user data they may incorporate is also safeguarded
- Ensure that the site is user friendly and easy to navigate, as these factors affect the performance
- Possess knowledge about the client requirements and analyze the website accordingly to bring suitable changes in them
- Check the originality of the website and ensure that the content is not duplicated on other platforms
- Execute a regular follow up and assessment of the performance of the site
- Analyze the site layouts and structures, HTML coding, navigation systems, etc., for optimizing the content with a view to receive top search engine rankings and enhance the visibility of the websites

Plan out future modifications for the site and keep abreast with new technologies and