



SPRING BRANCH / PRICING PROPOSAL / WEBSITE PROPOSAL

NOVEMBER 25, 2020

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INTRODUCTION

About Us:

- Established in 1967
- Clients in 50 States/23 Countries
- Five offices – VB. RVA. DC. NYC.
- Number of full time employees – 65
- Number of coffee makers – 43
- Official snack – [Chocolate Chip Cookies](#)

Our In-House Capabilities:

- Creative & Branding Services
- Web Design and Development
- Audio Production
- Video Production
- Account Services
- Digital Services
- Print Design and Production
- Media Services
- Social Media Management
- Photography
- Public Relations
- Accounting

WEBSITE DESIGN AND DEVELOPMENT

ADA Compliant Website with FREE Hosting

Design

Studio Center's project designer will create two sitemaps – one for the current site and one for a proposed redesign. The site map will list all main topic areas of the site, as well as sub-topics, if applicable. During this phase, the designer will help the client decide what technologies should be implemented. Elements such as which CMS incorporate, will any contact forms be needed, etc. The designer will work with the client to incorporate elements such as the company's logo or colors to help strengthen the identity of the company on the web site.

The designer will create one or more prototype designs (homepage mock ups) for the web site. This is typically a .jpg image of what the final design will look like. The designer will make any and all revisions requested by the client (which may take time if the client isn't readily available). Once the homepage mock up is approved by the client, the designer will create a prototype (mock up) of an interior page for approval.

Development

The project developer will take all of the individual graphic elements from the prototype and use them to create the actual, functional site. This is typically done by first developing the home page, followed by a "shell" for the interior pages. The shell serves as a template for the content pages of the site, as it contains the main navigational structure for the web site.

Elements such as the CMS (We suggest Concrete5) interactive contact forms, or ecommerce shopping carts are implemented and made functional during this phase, as well.

The developer will write valid HTML / CSS code that complies with current web standards, maximizing functionality, as well as accessibility for as large an audience as possible.

Content Transfer/Population:

Once the shell has been created, the designer will take the content and distribute it throughout the site, in the appropriate areas.

Initial SEO/SEM:

To get site noticed and ranking on all major Search Engines like GOOGLE, BING, and YAHOO. The basic package includes:

- Google Analytics Integration: So you see the important visitor stats on your site.
- (Meta) Description, Title, Tag: From headline to text & content refinement, we check so your search "bot" data matches all content on your site and the "bots" reward you with higher ranks.
- Robots.txt file integration: Makes it easier for "bots" to search/cache your site.
- XML Site Map Creation: So the search engines find all your pages correctly.
- Verification of your site with Google Webmaster Tools
- Initial Link Exchanges: We list your URL as an important site.

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Testing/Delivery/Training:

The site will be thoroughly tested (such as the complete functionality of forms or other scripts, as well as testing for last minute compatibility issues - viewing differences between different web browsers, ensuring that the web site is optimized to be viewed properly in the most recent browser versions/mobile devices – referred to as responsive design. The digital team will check to be sure that all of the code written for the web site validates. Valid code means that the site meets the current web development standards – this is helpful when checking for issues such as cross-browser compatibility as mentioned above.

Once the client has given final approval, we will use the FTP (File Transfer Protocol) program to upload the web site files to the server.

The client will receive up to 10 hours of training on the CMS at either the Studio Center location, at the client's location or virtually via GotoMeeting (client's choice).

Hosting:

Studio Center can host the client site on our Google Cloud-Based Server.

Hosting Cost to client: No Charge

Ongoing Support and Site Maintenance:

Cost to client: No charge

WEBSITE GOLD PACKAGE

Studio Center will Provide:

- Website
- 2 x 2:00 minute videos
- 6 x :15 second cutdowns for Social Media
- Photo shoot including headshots
- 6 months of Social Media Support

Total: \$19,750.00

WEBSITE SILVER PACKAGE

Studio Center will Provide:

- Website
- 1 x 2:00 minute video
- 3 x :15 second cutdowns for Social Media
- Photo shoot

Total: \$17,500.00

WEBSITE BRONZE PACKAGE

Studio Center will Provide:

- Website
- Photo shoot

Total: \$16,450.00

PRICING SUMMARY

Gold Package:	\$19,750.00
Silver Package:	\$17,500.00
Bronze Package:	\$16,450.00

Thank you for the opportunity to submit a proposal. We look forward to working with you!
Packages Chosen:

Gold Silver Bronze

Accepted by:

Client

Date

Studio Center

Date

50% deposit is due at the time of kick-off and balance upon completion.
Estimate valid for 60 days from 11/25/2020.

THANK YOU!

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