



ESTIMATE

Date: 11|02|22



Client: NATO Allied Command Transformation

Client Contact:

Prepared By: Zac Eckert and Studio Center

PROJECT COST SUBTOTAL

Package	Initial Cost	Discount	Final Cost	Package Choice
GOLD	\$61,000.00	- \$11,805.00	\$49,195.00	_____
SILVER	\$36,905.00	- \$14,310.00	\$22,595.00	_____
BRONZE	\$33,835.00	- \$14,885.00	\$18,950.00	_____

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

Accepted by:

Client

Date

Studio Center

Date

*This site will be SEO optimized and ADA compliant upon release of the site to the client. Studio Center cannot be held liable for any added content, past the point of turnover to the client, that is not ADA compliant or SEO optimized. Please contact Studio Center for assistance as needed. We would be happy to help.
Costs are valid for 14 days from official date of estimate.

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PROJECT OVERVIEW

ADA Compliant and mobile responsive Website Redesign and Development of the NATO Allied Command Transformation website. New site will be built on the open-source CMS Concrete5 and will include content population, based on the client's choice of the following package options:

OPTIONS	GOLD	SILVER	BRONZE
Design	•	•	•
Development	•	•	•
Basic SEO	•	•	•
Training	•	•	•
Testing	•	•	•
Home page plus 10 pages of Content Population			•
Home page plus 20 pages of Content Population		•	
Complete Content Population (309 pages)	•		

DESIGN

Studio Center's project designer will create two sitemaps – one for the current site and one for 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 website. The designer will create one or more prototype designs (homepage mockups) for the website. 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 mockups are approved by the client, the designer will create a prototype (mockup) of an interior page for approval.

Design Hours: 80

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, 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.

Development Hours: 20

CONTENT POPULATION AND STYLING

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

Content Population & Styling Hours	Content Population Hours
GOLD – Complete content population (309)	100 hours
SILVER – 20 pages of content population	21 hours
BRONZE – 10 pages of content population	11 hours

INITIAL SEO

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
- Keyword Research & Meta Tags (Title, H1, Description) Optimization.
- 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 SEO/SEM cost: **No Charge**

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 website 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 website validates. Valid code means that the sites meet 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 website files to the server.

The client will receive up to 20 hours of training on the CMS virtually via GoToMeeting or Zoom (client's choice).

CMS TRAINING HOURS: 20

Training Cost: **No charge**

WEBSITE HOSTING

Studio Center can host the client's website on our Google Cloud-Based Server.

Hosting Cost to client: **No charge**

ONGOING SUPPORT AND SITE MAINTENANCE

Content management system updates, javascript updates, server maintenance and upgrades, secure certificate renewals, LAMP stack updates and upgrades.

Cost to client: **No charge** (unless a change in the original scope of work)

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