



Black Swan

Proposal

September 14, 2023

# WEBSITE DESIGN AND DEVELOPMENT

## ADA Compliant Website with FREE Hosting

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### Home Page Design

Using a basic 8 page E-commerce website (see sitemap at the end) as a starting point, our designers will incorporate elements such as the company's logo and colors to help strengthen the identity of the company on the website. The designers will create a minimum of three website mockups for the website that include the home page and at least one interior page. The designer will make any and all revisions requested by the client. Once the mockup is approved by the client, the designer will send the assets to the developer for actual coding/construction of the functioning website.

### Website Development:

The project developer will take all of the individual graphic elements from the mockups 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. Elements such as the CMS (ConcreteCMS provides optimal client editing), 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.

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### Page Styling / Modifications:

The designer will take the content that the client provides for this new e-commerce website and populate each page of the site, styling it appropriately as agreed upon with the client. Forms will be built out, and any links to any external resources will be created per page as needed.

### Packaging Design:

The designer will work with the client to design product packaging.

### 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
- 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

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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 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).

Training Cost: No Charge

#### Ongoing Support and Site Maintenance:

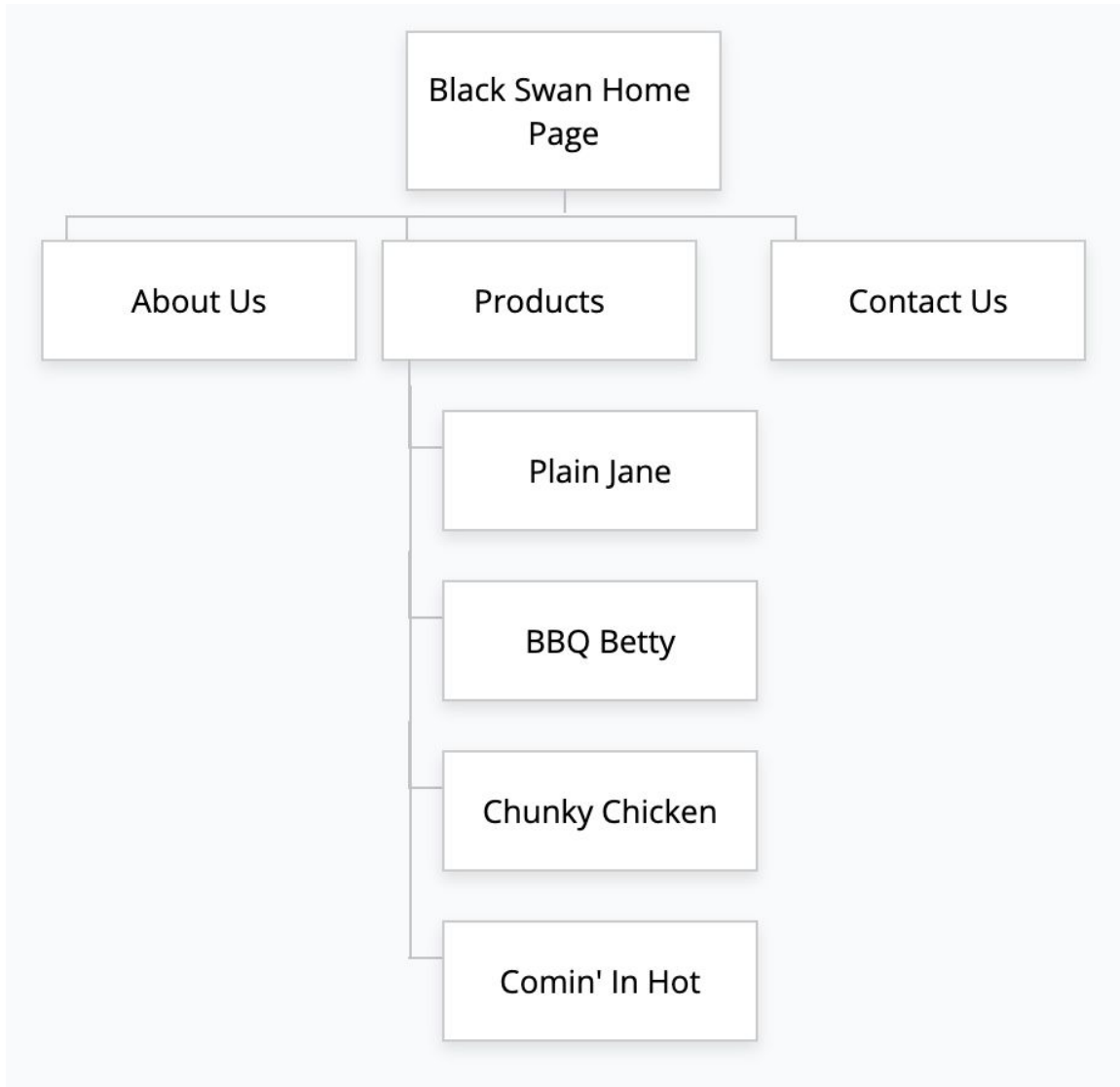
Content management system updates, javascript updates, server maintenance and upgrades, secure certificate renewals, LAMP stack updates and upgrades. (*Does not include actual content additions.*)

Cost to Client: No Charge

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## Basic Site Map

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\*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.

## SOCIAL MEDIA

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Our Social Media Team will work with the client to create your social media platforms including but limited to: Facebook, Instagram, LinkedIn, Twitter, TikTok, and YouTube. They will make recurring posts on an agreed upon schedule using photos and video that they will come to your place of business to acquire.

### **GOLD**

- Social Media Management:
  - Custom Creative
    - 4 custom social media videos (up to one minute ea.) per month
    - Up to 12 posts on all social media platforms per month
  - Full Management

### **SILVER**

- Social Media Management:
  - Custom Creative
    - 3 custom social media videos (up to one minute ea.) per month
    - Up to 8 posts on all social media platforms per month
  - Full Management

### **BRONZE**

- Social Media Management:
  - Custom Creative
    - 1 custom social media video (up to one minute) per month
    - Up to 4 posts on all social media platforms
  - Full Management

## PRICING SUMMARY

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### WEBSITE & DESIGN

<input type="checkbox"/>	Total Package	\$9,150.00
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### SOCIAL MEDIA

<input type="checkbox"/>	Monthly Gold Package	\$ 1,975.00
<input type="checkbox"/>	Monthly Silver Package	\$ 1,650.00
<input type="checkbox"/>	Monthly Bronze Package	\$ 1,225.00

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

Accepted by:

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Client

\_\_\_\_\_

Date

\_\_\_\_\_

Studio Center

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Date

50% deposit is due at the time of kick-off and balance upon completion.  
Estimate valid for 10 days from 09/14/2023.

## THANK YOU!

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Point of Contact:

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