Project Specification and Proposal

This document details the proposed solution for:

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Delicious Webdesign
www.delicious-webdesign.com

Welcome

We are a group of IT and Internet professional that are managed by project managers. We are committed to ensuring your project is completed to your satisfaction ensuring you get a website that will eventually rank higher than your competitors

Important things to note about us:
Our team are employed under strict Confidentiality contracts.
Our team have exceptional training, and perform to strict Quality
We are committed to our clients, and offer exceptional After Sales Support
We build all projects to be reliable ensuring a solid future for Growth.

Website Design by Delicious Webdesign

Our web design, SEO, branding and ecommerce packages are created to the highest industry standards to give you a perfect online image, customer usability and navigation.

We then optimise your website for Search Engine (Google, Yahoo and Bing) compatibility and to provide optimum initial search results and we also check a range of current web browsers for optimum visitor compatibility.

Our goal is to position you above your competitors and help to grow your brand and business online. To achieve that each website is custom built to your requirements and never from templates. This ensures every design is entirely bespoke to your needs and will set you apart from your competitors.

Requirements

The new website will include the following pages:

Home Page
Ecommerce Pages for sale items
10 pages describing the choices during a sale (types of metal etc)
About Us
Testimonials
Services
Contact

Ecommerce website: SEO friendly / product having multiple 'types' of products
Webcopy: Pages to correspond to the type choices in rings like metal type
Logo Graphic: designed based on website name
Payment solutions: Due to the initial expected low volume of sales, Paypal could be used as the payment gateway / provider and this can be reviewed at a later date.
CMS System: Client to update products and descriptions
SEO: Promote the website to rank highly in the search engines (Google / Yahoo / Bing)
Training: How to use the site

The original website will be replaced with a fresh version, using 2011 design standards. We will bring life to the project through use of professional graphic design, branding, clever usage of stock photography and a much more exciting image. More importantly, on the new project, we will design the site to be Search Engine friendly, so that positions can be increased within the Google, Yahoo and Bing Search engines. This will intern lead to an increase in relevant traffic to the website.

Site Build

At this stage we build the project from the development model and code to MVC (Model View Controller) development methodology implementing a combination of the following technologies:

SQL
Object Oriented PHP
JavaScript
HTML
CSS

Testing and Debugging

At this stage we use industry standard testing methodologies and in house testing strategies. Standard Testing Methodologies used by us are:

> Black box testing
> White box testing
> Regression testing (where necessary)
> Usability testing (focuses on the user interface)
> Security testing (including hackers and malicious software)
> Performance testing

The website will also be tested across both PC and Mac platforms on the following browsers:

> Internet Explorer 7 and 8
> Google Chrome 3
> Firefox 3
> Opera
> Mac Safari5

SEO and Site Statistics

Prior to the site launch Delicious Webdesign will provide the following features to ensure that the site is optimised for Search Engines on launch:

1. Delicious Webdesign will develop the site page titles, page descriptions and metadata.
2. A site map will be developed and submitted to the search engines, the main search engines that will be targeted will be Google, Yahoo and Bing.
3. Delicious Webdesign will ensure that the site navigation is structured to allow the search engines to crawl through all the pages of the site.

Hosting and Email

We offer hosting on our own Linux and Windows dedicated servers. All new developments qualify for 12 month free hosting and email support (if needed). We offer you multiple email accounts (total number is depending on your package) and will give you a setup document to allow you to access your email via the Internet or a Mobile Internet Device. You will be able to access your email via an email client like Outlook or directly via your website.

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Tech Specs

Latest Windows and Linux Servers
Quad Core Xeon Processors
Raid storage (multiple storage devices storing data simultaneously to protect from single device failure)
Dedicated Internet Pipeline (100Mb synchronous internet connection)
24 Hour technical support staff monitoring and maintaining the servers

Project Cost - Breakdown of Costs

Full Professional Build, details below

|Option 1
All features of Requirements section (above) with:
12 pages / 3000 words of webcopy (text) relating to your product and your services
3 Month SEO project to give your site the best chance or ranking highly in a shorter time as possible
Logo Designed in Graphical format based on your company name (Jessica Knight)
Customised Blog
£2450 (Deposit of £1200 required)

Option 2
All features of Requirements above with:
8 pages / 2000 words of webcopy (text) relating to your product and your services
1 Month SEO project to give your site the best chance or ranking highly in a shorter time as possible
Logo Designed in Graphical format based on your company name (Jessica Knight)
£1950 (Deposit of £950 required)

Option 3
All features of Requirements above with:
Logo Designed in Graphical format based on your company name (Jessica Knight)
Client to supply webcopy
£1650 (Deposit of £850 required)

Set prices
Customised Blog £175
SEO 3 months Project £900
Webcopy 3000 words £300

As you can see the package option prices are reduced bundled /package prices, if you want to add the blog to option 2 then it would be £1950 + £175

This document is not an invoice.

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Terms

50% Deposit with order. Balance due within 14 days from invoice on completion. Delicious Webdesign reserves the right to charge amendments and additions to this specification as extra to this estimate, should extra work be requested. Acceptance of this estimate is regarded as acceptance of our standard terms and conditions. All prices are valid for 30 days. All concepts and/or licences remain Delicious Webdesign copyright until full payment has been made.

I trust the estimate detailed above will be acceptable and we look forward to commencing work on receipt of a written confirmation order.

Time Scales

Although we state time scales on all of our projects, these are approximate and not definite. We try our best to keep to these time scales, however, we cannot give accurate dates. We estimate that your website would be complete within 4-5 weeks.

Hope this sounds reasonable and is easy to understand, really look forward to working with you on this project and getting it started, as soon as you decide on your package I will raise an invoice for the deposit and once paid will secure the domain name and setup an email account for you

Client
Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:
Address Line 5:
Postcode:
Tel Contact:
Tel Main:
Tel Mobile:
Email Address: