

Website re-design proposal

Thank you for the opportunity to submit a proposal for the re-design of your website.

Task

You are looking for a re-design in keeping with your company's existing corporate brand but adapted to look more modern and with a layout that is responsive to smartphones and tablets.

Solution

We will create a custom website based on your branding, functionality requirements and best practices.

You will be able to create, edit and delete the content of your new site through an intuitive "back end" plus you will be able to update your company news and comment on latest industry stories through a blog.

Your new website will be optimized for search engines whilst still retaining links and authority of the old site.

The site will be, as much as is possible, future proof, written in validated HTML5 mark-up and respond to whatever device it's being viewed on.

Design

We can mock-up the design of your home page first in a graphics program. This can be amended (up to 2 times) until you're happy with it. If further revisions are deemed necessary this will be done at our hourly rate of \$XX. (This is rarely necessary, but this will be discussed fully before any hourly fees are incurred).

We expect this stage to take two weeks.

Development

We will create a copy "dev" site to test the new site that will be used as the main site once it is passed. We expect this stage to take 3 weeks.

Note: Co-operation of the host is critical to this part of the project.

Functionality requirements

- Number of pages: 40
- Contact page
- Blog
- Social sharing buttons
- Responsive design
- On-site optimization
- Visitor statistics
- Fast loading (quick page load times)

Information needed

- Backend details of host
- WordPress login info

Price

The estimated price of the above re-design is \$XXXX, with \$XXXX payable on commencement of the project and \$XXXX payable on completion. We expect the process to take around 5 weeks.

Ongoing fees

We can perform essential maintenance on your site to ensure it's continued at a rate of \$XXX/pa.

Conclusion

This is just an estimate and doesn't constitute a formal contract. If the information needed is forthcoming and complete then the estimates will be realistic.

I am, of course, happy to discuss any matters related to the contents of this document.

Rob Cubbon

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