Web Site Proposal for <COMPANY NAME>
(Pricing listed here is valid for 120 days from the date at the bottom of this page.)

Construction of a web presence for <company name> will involve a number of discrete steps. The web site, as the product of this process, should become a strong foundation for the promotion of <company name> and its business plan.

<YOUR COMPANY> proposes the following:

• Final site designs will include four unique page templates, buttons and navigation, and incidental art. These designs will each be optimized for rapid display on the Internet.
• The four standard page designed will include a Home Page, Sub-Heading (Topic heading) page, a "standard" page for display of content, and a Gallery page. Additional page designs may be included as needed based on themes introduced in these four template designs, including the Contact Form, Site Map, and Search Results pages.
• Buttons and navigation graphics will be standardized for all pages, where appropriate for the design.
• Incidental art will include JPEG and GIF title art, dividing lines, background images, color schemes, and other design elements as required to complete each template.
• Up to 32 created HTML pages will be delivered and installed, based on existing templates. Additional page creation is available, under a separate proposal.
• Software tools for secure reception of submitted form information. (As required.)
• Internet interface pages ("Web page interface") for management of 4 pages. These would include the Calendar page, the Links page, the Contact Form Email address assignments, and the Current Events list. (This permits management of these page's contents from any web browser without programming.)
• All pages will be indexed for full-text searches to the Search Results page.
• The web site will be submitted to major search engines, such as Lycos, Google, Yahoo, Netscape, and AltaVista, along with other Internet portal and indexing sites.
• Installation of the full web site on an appropriate Internet Service Provider.
• The completed web site will be warranted for 1 Year, or for 6 months beyond any maintenance period, against defects in original
programming that cause the site to fail to perform basic page display and linking functions.

IMPLEMENTATION TIMELINE
The web site development process we propose would involve six sequential steps:

**Steps**

**Est. Time:**

1) **Requirement Analysis**
   2 Weeks
   A discussion of goals and the site's orientation.

2) **Design of Site**
   2 Weeks
   Evaluation of proposed designs for the site; design approval.

3) **Implementation of Design**
   2 Weeks
   Creation of templates and programming.

4) **Installation of Content.**
   2 Weeks
   Content is introduced into the design. Includes Final review.

5) **Deployment**
   1 Week
   The web site is placed on the Internet.

6) **Documentation**
   1 Week
   Includes resolution of outstanding issues.

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Estimated Completion Time for Proposed Site: **2.5 Months**

WEB SITE COMPONENTS
The web site construction process involves three unique processes to be brought together.
These processes are **Design, Technology, and Content.**

Design of Site
The design of this web site will be developed by working with a professional design firm. It will involve unique creative elements for the web site, which will reflect and amplify the company's business image.

Technology of Site
The technology will be supported by <Your Company>. <Your Company> has constructed both Internet web sites and internal Intranet sites for major corporations. <Your Company> creates Internet systems using HTML, PERL, and JavaScript, along with a variety of other technologies. Our programming is written for a quality visitor experience with a standard Internet browser, along with web page-based interactive tools for site administration.

Content of Site
The site content would be based on material presented by the company or accumulated from existing resources. Additional content creation with the assistance of a professional writer and/or photographer would require a separate proposal, available on request.

EXAMINATION OF A SAMPLE WEB SITE STRUCTURE
Although the Requirement Analysis phase will determine the nature and character of the web site development project, we have taken the liberty of suggesting sub-headings and topics for the purposes of this proposal.

These topics would be featured in a Navigation Toolbar, found on every web page.

Home Page
Every site begins with a primary introduction page. This page should give focus to the overall site, and offer links to all major areas and functions. Links back to the Home Page will be found on every page in the web site. Appropriate design choices for the Home Page will be an important part of the development process. The Home Page should anchor the site and pull its elements together, rather than simply be a promotional introduction.

Products
Promotional material for the company's products would be shown, with appropriate links and options. Links to an Internet Store could be featured here. (See Additional Functions and Features for an Internet Store option.)

Support
Technical information, FAQ's, and manuals for products are shown here. A support form could be included to report problems and request assistance.
Calendar
The Calendar would list all current company events, and would keep "expired" events visible for a set number of days. A special web page interface, protected with a password, would be available to add, delete, or modify entries to this Calendar. Calendar events could include a link to an Event Page describing the activity. A sample Event Page template and Event Registration form would be included.

Gallery
This section could display pages of images. (The Gallery could also be used for documents, sound files, Acrobat PDF files, or other "library" functions.) A pre-built template would display pictures as thumbnail images on "section" pages. Hundreds of images could be supported.

Current Events
This page would list current events that the company is involved in. For example, this may list current media coverage. A web page interface would be used to add or delete items from this page. Links could be added to each item.

Our Company
This section would list contact information for the company and staff. Maps and driving directions would be included. Company history, biographies, pictures, and links to other pages and/or sites could also be added.

Links
Links to other web sites can be an important service for visitors. A web page interface would be used to add or remove links from this page. Links would be organized by a topic heading.

In addition to the Home Page and Navigation Toolbar sections, three other pages would be included:

Contact Form
This web page will accept information from a site visitor, and send it as an Email message to a desired address. The Contact Form is a standard tool for managing messages from the web site back to the organization. A single contact form will support a different email address for each topic area. A web page interface will make management of email addresses for the contact form possible from any web browser.

(Contact forms replace the "mailto" tag, which are seen on many sites. Although "mailto" tags will be found on the Contact form itself, it is unfair for a web designer to assume that each visitor has a configured Email system on their machine.)

Site Map

The Site Map is a page that contains text-based links to each primary area of the site. It is a convenient way to navigate around areas of a web site, and to see a complete overview of the topics that it presents.

Search Results

A "Search" field and button will be available on each web page. When pressed, the entire web site will be searched for a matching text string, and the results will be displayed on this page as a link.

Along with searching the entire site, search ranges could be limited to a specific topic or site area. This would be additional to this proposal.

PROPOSAL PRICING

Per this proposal, an initial site could be completed for: $<price here>.

(Three payments of $<price here> each)

Payment Schedule:

- The first payment would be made following the Requirement Analysis phase.
- The second payment would be made following the completion of the Design Review process.
- The third payment would be made following the Resolution of Outstanding Issues phase.
SUMMARY
Web sites are not static objects, and need to reflect the goals and orientations of the organizations that they serve. It is our intention to present your company with a compelling presentation that effectively represents the enterprise to the Internet community.

As part of this representation, the web site should be a focus for two-way communication. Pages and content should change to reflect new projects and interests, and provide mechanisms for both current clients and the general public to interact with the association.

We can discuss this project at your convenience. Please call us at (888) 888-8888.