

Website Proposal

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for

Example Co.

Presented by

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1.0 INTRODUCTION

1.1 About Belu Solutions

Belu Solutions is a Melbourne based Website consultancy committed to providing excellence in client service.

Belu Solutions has the ability to draw from an experienced base of personnel whilst maintaining a personalized form of business liaison. The ultimate in consultation, skills diversity and adaptability to meet client expectations are the very strengths of Belu Solutions.

Belu Solutions call on a combination of talents, including:

- Client
- Web Page Designer
- Copywriter
- Graphic Artist
- Photographer
- Internet Marketer
- Internet user
- Member of your target market
- Lay person who does not have any experience with the Internet, to make your site appealing, functional and successful

1.2 Resources and Availability

Other resources of Belu Solutions include multimedia compatible computer hardware, with the latest in software, which helps to ensure that the highest quality sites are designed.

For photography work we will be using high end equipment such as digital SLR cameras.

1.3 The Team

Ben has been acknowledged and awarded numerous times in previous environments for his abilities in leadership and client service. This along with his coding knowledge helps to make Belu a great choice for your on-line partner.

Luca is an award winning, multi-disciplinary designer. He has a strong passion for graphic design and would love to offer his expertise in giving your business an individual and eye catching image.

2.0 SITUATION ANALYSIS

Example Co.

From our discussions, we have identified the following objectives:

- ⇒ Generate leads for potential wholesalers/retailers as well as more information for the general consumer
- ⇒ Aid positioning of Example Co. as an industry leader in importing and distribution.
- ⇒ Demonstrate the expertise and effectiveness of the people and systems used at Example Co.
- ⇒ Demonstrate the attributes of each product.
- ⇒ Increase ease of contact for clients and feedback from end-consumers
- ⇒ Provide clients and end-customers with easily accessible (and useful) information
- ⇒ Increase the Brand recognition.
- ⇒ Aid image development of the company
- ⇒ Enable ease of updating of information
- ⇒ Optimise the site for search engines.

2.1 Site Design Methodology

Belu Solutions recommend that Example Co. set up a system that caters for expansion and flexibility in allowing the content of the site to grow.

As a part of our dynamic development methodology, we identify the following ingredients that make a successful Website. These characteristics can be incorporated into Example Co. site, to fulfil and enhance the objectives above.

2.2 Fast loading

The biggest single reason visitors do not stay at a Website is that it takes too long to load - that is the time it takes for the page to appear on the computer screen. The site needs to be designed around the premise of 'loading' as quickly as possible.

To achieve this Belu Solutions will ensure all images used on the site are optimised for the best performance whilst still keeping a nice clean look.

2.3 Browser compatibility and code compliance

The site needs to be compatible for viewing across a wide range of user platforms and browser software. We will test the site with both Internet Explorer and Firefox (Mozilla) on both PC and Mac to ensure that the vast majority of visitors can see the site quickly and easily.

We will also ensure the code is compliant with industry standards (W3C) to ensure the best chance of it being useful in the future.

2.4 Look

An Internet site today represents the first contact point for many prospective clients. It is, in a nutshell, showing how professional a company is, and what kind of attitude they have in selling themselves. In full consultation with Example Co., we will discuss the interface and layout of the site with you, to ensure the site is attractive, appealing and reflects the appropriate image.

We will be aiming for a simple clean look for the site so as to not overwhelm potential clients. Text will be clear and concise. We also have the expertise of a content editor to make the writing more concise and clear.

The look will be based around sites that you have mentioned to us including “Example site” and will utilise images for your products taken by our photographer.

Stock images will be purchased as well for the site to provide a more down-to-earth and comfortable feel.

2.5 Precise (right) Information

Along with having an appealing and attractive look and feel to the site, the content of the site must be precisely what the user needs to see. Additionally, search engine positioning must be considered and the site will be developed with key words and placement of same as a consideration.

2.6 Search Engine Optimisation

The code of the site will not just be compliant and accessible across multiple platforms but it will also be optimised for search engine use. We will utilise methods such as getting the code : content ratio as low as possible as well as providing the most appropriate meta tags for the site and ensuring the header information provides the most relevant information for search engines such as Google.

We will also attempt to be linked off industry related pages. If you are able to supply us with these our marketing department will attempt to become listed on them.

Your site will also include a sitemap to make it easy for Google to search it and your site will be submitted for indexing upon completion.

2.7 Information Structure

A clear, crisp view of the information on the site is paramount in relation to finding specific information on a site.

To provide major benefit to the business, the site will contain a detailed amount of information on the business and how it interacts with its clients. The site will utilise a content management system that allows Example Co. to update the information easily whilst having a very-low possibility of “breaking” the website. Training will be given in this.

There will also be an easy to follow navigation system used throughout the site to ensure the user is not inept at finding the service they require.

2.8 Interactivity

Animation will be the main interactive portion of your website. We will incorporate your logo and the header of the website utilising Flash. We will discuss this in more detail when the images become available to us for use.

2.9 Other

Updates: Upon completion of the website we will visit your office and provide you with documentation on how to update the website as well as walking you through the process to ensure you are comfortable with the process.

Newsletter: A newsletter will also be included within the site that will be controlled with an external script outside of the CMS but for which documentation and training will also be provided.

Future expansion: Future expansion to adding products and the like will be of ease without having to alter the site's core structure. Adding links to other sites that the company will run as they become available will also be possible.

3.0 PROPOSED SITE FLOW – subject to ongoing consultation

At this stage, we anticipate a site that is developed using a database driven site through a content management system. This will make it easy for you to update.

As discussed, the development of any Website is an ever-changing process. The flow chart detailed below is indicative only and is based upon our initial discussions.

- ✓ **Home**
 - Brief bio – large image area to grab attention of viewer
- ✓ **About Us**
 - General info
 - Contact Information
- ✓ **What's New**
 - Information on new products
 - New or relevant company information
- ✓ **Products**
 - Product categories and then each individual product
 - Extensive use of images of the products

Other features:

- A newsletter subscription on every page.
- Support for issues with the Content Management System for six months from the date of completion for the site.
- Animated flash header.

4.0 COSTS

Aside from the site development, the costs of the site include:

4.1 Domain Name registration

The domain name chosen for the site after discussion.

.com.au/.net.au - \$45 for 2 years

.com/.net - \$20 per year

4.2 Web Hosting

Hosting of a site of this size and complexity is \$130 per annum which is included in this quote. We do not envisage the site needing to upgrade from this within at least a year.

4.3 Data refreshment

Fresh data needs to be added to the site very regularly to aid the repeat visits by interested parties. As discussed, we will utilise an openly available Web based browser database and customise it so that you can use it to edit/add/delete some pages.

We will provide training to ensure that this can be effectively completed.

4.4 Marketing

A key aspect of Internet marketing for many sites is high search engine rankings. The site would be designed in such a way as to maximize its potential for the highest possible rankings. In our experience, we have found submission of the site to multiple search engines as the most successful way to increase visitor numbers to the site.

4.5 Photography

As indicated, photographs of each item will be taken for the product page as well as perspective shots of a selection of items for relevant site images as well as images for future marketing and advertising purposes.

If you choose not to use our photographs and wish to obtain the use of another company after we have attempted the task we will remove this cost from the final payment.

4.6 Site Reporting

Detailed statistics can be obtained from the company hosting the site for free.

4.7 Content

All content is initially optimised for search engine optimisation to provide the best chance of rating highly for selected key words.

5.0 QUESTIONS

How long would it take to build a site as detailed here?

The site would be completed within four weeks from the graphics being signed-off. The time of completion quite often depends on the time it takes to develop graphics although we envisage that step to be quite quick given the current image presented by Example Co. and our ability to replicate that for your website.

Once the site is up and running, what do I have to do to maintain it?

The site needs to be marketed on an ongoing basis. Fresh information also needs to be put into the site to keep it up to date and interesting. You can do this yourself if Example Co. has the resources available in-house, or we would be delighted to be of assistance.

What is a 'host'?

This is the term given to the company that actually puts your Website into cyberspace. Think of the Website as a newspaper advertisement a copywriter has produced for you. You then need to place that advertisement into a newspaper for it to be effective—that's the same as your Website host.

Like newspapers, there are some good hosts and some that could be a little better. The important aspects to know about your host are a) can they cope with the 'type' of site you have, b) will their system be able to cope with the number of visitors your site attracts, and c) do they provide back up service in case of problems?

We regularly use Jumba Interactive Pty Ltd to host our own and other client sites and believe that they will be of great service to Example Co. They not only cover all the issues above but are Melbourne based, provide great support and are very competitively priced.

What is the cost of the website?

Including all the above the website fee is **\$2,900 (ex GST)**. If you would like to work with us on this project we require a 50% upfront deposit at the out-set of the job and the final 50% payment upon completion and sign-over of the website to your care.

6.0 SUGGESTED NEXT STEP

The next step is to review others sites, speak with industry sources and generally assess the way our proposal provides the solutions to taking Example Co. into the market of tomorrow today - the Internet.

The Internet is a sometimes mystifying and complicated world—we welcome any questions or suggestions you may have regarding this proposal. We would be delighted to provide additional information on how we can make the Example Co. Website the best it can be.

We can be contacted on phone 9017 4515 or email ben@belu.com.au.