

WEBSITE DESIGN PROPOSAL and LETTER OF AGREEMENT

SBI-Website-Builder.com is pleased to submit a proposal for the development of a website to “Client”. The terms of this proposal are valid for thirty (30) days prior to commencement of work and then for the length of the project.

BACKGROUND

SBI-Website-Builder.com is a web development business located in Idaho, but serving clients all over the world. We specialize in creating attractive and effective yet affordable websites based on the Site Build It model for business.

STATEMENT OF WORK

Develop an Internet site for Client. Create a clean, organized, and professional looking site. Develop a consistent theme with the use of the website logo, colors, heading and footers, and buttons.

WEBSITE DEVELOPMENT

Purpose of Website

The purpose of the website is to _____.

Design Methodology

It is essential to establish a polished and professional look for your website. SBI-Website-Builder.com will create up to 3 “look and feel” designs compatible with the SBI Page Builder. When a design concept is selected that is preferred the most, SBI-Website-Builder.com will start developing a consistent look for section headings and footers, logo, and navigation buttons.

Site Content

With an approved consistent look established, the next step is to add content to the site. Site content is added to pages that have a consistent theme and look in terms of headers, footers, and accent graphics such as buttons and bullets.

Development of the content will be shared by SBI-Website-Builder.com and client, as follows:

- Pages will be written by the client and/or by SBI, and then optimized for keywords and edited by SBI.
- Page building within the SBI page builder interface will be done by SBI for at least the first 12 to 15 pages. Client will decide after that whether to take over or to engage SBI for further page building beyond the initial agreement.

The website will contain the information on the current home page as well as additional information developed jointly by SBI-Website-Builder.com and the client, as noted above. For optimal search engine optimization, content should include approximately 50 pages, including both Tier 2 and Tier 3 pages, primarily about various types of background checks. Also included in these 50 pages should be standardized content such as:

- Contact page
- Newsletter/e-zine “sales” page
- Site blog home page
- Links/Resources page
- Terms of Service & Privacy Policy pages
- Site Map
- Site Search
- About Us

Other Development Services

SBI-Website-Builder.com will also provide the following services during the development of the website:

- Keyword research, analysis and niche strategy development
- Develop and upload graphics (up to 2 per page, besides the header) required to support the page layout and navigation scheme
- Advise on additional monetization strategies, including Google AdSense, affiliate links, and building a mailing list
- Coaching of client in all aspects of SBI functionality as needed
- Provide ongoing technical/content development support after the website is online

Developing the Site

Together we will review the site during the building process. Throughout the process, the client is involved.

SCHEDULE

This schedule defines the major tasks to be completed during the life of the project. Individual tasks may be added, deleted or moved as required to meet the demands of the design. The elapsed times are estimates and may vary depending on workload, changes, client submissions and approvals, and third-party service providers.

Phase 1 (2 to 3 days)

Proposal review
Contract signing
Initial payment - 1/3 of the total cost (\$625; already paid)

Phase 2 (10 to 15 days)

Design of look and feel
Keyword analysis and additional research, as needed
Development of navigation scheme and site structure
Finalization of site map
Client review and approval
Second payment due at end of phase - 1/3 of the total cost (\$625)

Phase 3 (15 to 20 days)

Create individual pages (shared)
Optimize pages for search engine positioning
Client review and approval
Final payment due at end of phase - 1/3 of total cost (\$625)

Phase 4 (3 to 5 days)

Finalization of site
Training and coaching for transition

COMPENSATION

SBI-Website-Builder.com agrees to design and install the website and administrative functions as described above for the fee of \$1875, inclusive of the following:

- All Design and Layout described above

- Page building as described above, up to 15 pages built by SBI; additional pages/articles will be charged individually.
- Installation of web pages and forms on SBI site builder
- Consultation on monetization strategy
- Training & coaching client, as needed

Terms

- Deposit- \$625 prior to starting work (paid)
- Progress Payment- \$625 upon Phase 2 completion and sign off
- Final Payment- \$625 upon Phase 3 completion
- Additional services billed monthly (net 15), as noted:
 - Additional pages/articles written at \$125 each, edited \$60 each
 - Installation of SBI modules such as ezine, surveys, link exchange at \$125 each

FUTURE DESIGN, PROGRAMMING, AND TRAINING

Future requirements, such as functions, pages, or graphics outside the scope of the statement of work above will be performed by SBI-Website-Builder.com at a rate of \$75.00/hour. SBI-Website-Builder.com will obtain permission based on a verbal estimate prior to performing any addition work.

Thank you for giving SBI-Website-Builder.com the opportunity to quote your new website. If you have any questions about this quote, your new website, or websites in general, please feel free to contact me.

Kathleen MacNaughton, President/Owner
SBI-Website-Builder.com
PO Box 224
715 Hill
Kamiah, ID 83536
209-935-0136

Contract Signatures

Please sign below to signify your acknowledgement and acceptance of all terms spelled out on this and previous pages.



SBI-Website-Builder.com

Date: _____

CLIENT NAME

Date: _____

NOTE: The down payment and contract must be received before work will commence.