

# Web Design & Development

## PROJECT PROPOSAL

OVERVIEW

OBJECTIVES

TIMELINE / COST



Proposal By Click Mine Web Design

PO Box 708, Havelock NC 28532



## Proposal For Kellum Law Firm

219 Broad Street, New Bern, NC 28563

## Overview

Dear Craig,

Thanks for the opportunity to put together this proposal for Kellum Law Firm.

I have a different vision of what would be an effective website for your business, than that of your previous designer. While I believe it's a good strategy not to put hurdles between your visitors and your primary 'calls to action', I also think there's a level of expectation in the minds of your visitors that your website doesn't quite reach.

Also, having worked closely on your existing website and in managing your PPC activity, I've been able to see the way people interact with your website up close. In the email I sent to you on 5/6/18 I highlighted the fact that your website converts far better through mobile than it does on a desktop or tablet. We've optimized your PPC campaign to exploit the mobile advantage, but the real solution is to give both mobile and desktop/tablet users the experience they expect. Thin content and sparsely populated pages provides for a better experience on a smartphone, but on a desktop, people expect to see more content and to spend some time having a productive interaction with your website.

With this in mind my proposal is not simply for a 'mobile responsive' website, but for a 'mobile optimized' website. I propose to serve up a largely different version of the website, a slimmed-down experience ideal for phone users. But for larger screens we'll provide people with the full range of content that they expect.

Once completed, we can then address the imbalance in PPC bidding (presently 70% mobile and 30% desktop/tablet) and take full advantage of ALL visits to your website, not just those from smartphones. The increase in conversion rates should be obvious and the payback relatively short.

## Scope of Work

We will create website design concepts and migrate existing content to a website with the following features:

- Custom designed **mobile-optimized** AND **desktop-optimized** website to improve the user experience and conversion rates from all platforms.
- Improve **call-to-action** response through improved implementation of call/chat/form engagement methods.
- Greatly improve the important areas of building trust in visitors by spotlighting company reputation and integrity.
- Create a more impactful message delivery, better suited to 'Injury Law Firm' (without going overboard).
- Make use of existing videos in web content.
- Rebuild all existing content pages including the new PPC Landing pages, SEO locality pages and SEO business practice area pages to match the new theme.
- Create additional content for use on existing and new pages to lift overall word count.
- Implement more robust technical solution for conversion tracking of chat scripts.
- **Search Engine Optimization:** Pages to be fully optimized for search engine visibility.
- PageSpeed Optimization.
- \* **Training** for website admins: *We'll make sure you know how to make changes on your website with tutorials and support docs created exclusively for your site.*

## Timeline / Cost

To develop a web site that fulfills all of the goals, the proposed web development will take place on a dedicated Development Server, and in several distinct phases:

### *1 – Planning, Strategy & Content Creation*

Week 1 -4

UX Design and Prototyping

Asset collection from client, sketches and/or page mock-ups are created that reflect the general appearance and the look and feel of the website for visitors.

Client involvement in finalizing overall look and feel. Client acceptance of general design concept triggers end of stage 1.

### *2 – Final Content Collection and Development*

Week 4 – 7

Technical Phase

Deadlines for content handover, all technical work implemented and

testing undertaken for mobile and desktop environments.

Client acceptance of general functional design in test environment triggers end of stage 2.

### *3 – Approvals / Changes / Launch*

Week 6 – 8

Final Implementations and Client Assessment

Implement any changes. Sign-off on development portal, transfer files to live domain. Testing in live environment.

Client acceptance of final functional website performing to agreed contract specification triggers end of stage 3.

Proposal Total \$4,500

Please find our project fees detailed below.

The project will be delivered in 3 milestones each triggering a one-third payment. We anticipate a **6-8 week** turnaround time from contract signed agreement and receipt of deposit payment, to site launch.

Stage 1. \$1,500

Initial deposit to be paid before work begins.

Stage 2. \$1,500

Paid after designs are approved in test environment.

Stage 3. \$1,500

Paid on final functional website performing to agreed contract specification.

## Conclusion

We are happy to present this proposal for your review. If you have any questions or need additional information amended to the proposal, please let us know.

Thank you!

Carl Hruza