



PERSPECTIVE

a Division of Yellowkeet, Inc

Web Design Proposal

Prepared for

The City of Crossville Lee Lawson

Introduction

Lee,

On behalf of the entire team here at Perspective Website Design Group, I want to thank you for the opportunity to earn your business as your provider of web design services. There are thousands of companies offering these services that you could have chosen, and yet here we are, with an opportunity to earn your business. I cannot understate how much we appreciate being able to put this proposal in front of you today.

At Perspective Website Design Group we believe in standing out. We stand out as a web design company by insisting on pushing the boundaries of website performance, and by delivering work of the highest quality on-time and on-budget.

Our mission to stand out doesn't stop with our internal goals. After all, our clients' satisfaction is what keeps our doors open, and helping you stand out is the best way to make sure you're completely satisfied. We're committed to helping your brand stand out in a crowded market, against a sea of hungry competitors.

I've included a lot of detail in this proposal, because I want to make it abundantly clear that **Perspective Website Design Group is the best web design company in business today**. You'll find details regarding the functionality of your future website, our web design process, testimonials from past clients, and detailed project pricing.

To make things simple for you, this proposal doubles as an executable contract. We've included all necessary terms of agreement at the end, and your electronic signature turns it into a binding project, allowing us to move forward with your web design project immediately.

David Apuzzo

Perspective Website Design Group

Words of Encouragement

Nothing is more precious to us than an encouraging word from one of our clients. Rather than simply telling you how dedicated and skilled the Perspective Website Design Group team is, I'd like to offer you a few examples of what our past web design clients have had to say about us:



"Our site looks great and the whole design process was a very good experience. We appreciate your team and are very pleased with the final results. We look forward to utilizing your services for years to come. "

– Allen Jenkins, President of Interstate Marketing

"I have been customers of Perspective Website Design Group for almost fifteen years now. This is one amazingly talented group of professionals. They have designed and maintained numerous sites for me for years. Anytime I need updates or help, they are immediately there to help. I appreciate all they have done and continue to do for my businesses."

– Lorraine Jordan, CEO of Jordan Entertainment



We're proud to be the web design agency chosen by brands who want to take charge of their growth, including:

- Cove Generators
- Durable Products, Inc.

- Paramount Title Services, LLC.

Website Features

- Initial home page design
 - We will design out 2 homepage designs in order to achieve a customized "look and feel" for the site. You will have up to three (3) sets of revisions included in the price.
- Inner page design
 - We will design out one (1) single inner page design in order to achieve a customized "look and feel" for the site. Client will have up to three (3) sets of revisions included in the price.
- Custom Tailored WordPress Theme
 - We will create a custom tailored WordPress theme based off of the approved design assets. This WordPress site will be 100% mobile responsive and we will minimize CSS and JavaScript to improve load times.
All common content will be easily editable in the WordPress back-end
- Content Integration
 - We will integrate existing content and media into the site and style it out professionally.
 - We will integrate your current calendar
- Contact Forms
 - We will create a contact form on your website that will allow you to capture a users information such as: First Name, Last Name, Company Name, Email Address and Phone number. We will connect it with your company email address so that you receive the information directly.
- Estimated Time of Completion

The entire project is estimated to be complete within three to six (3-6) weeks.
ETC may vary depending on the responsiveness of the end-client.
- Terms of Payment

To proceed we require 50% upon starting and 50% upon approval and prior to transfer of site files and database onto client's server/host. If the project surpasses 90 days, we will require 30% at the 90 day mark and 20% upon the project being completed.

Our Development Process

We take a structured approach to web design. Our development process was created to ensure every project is delivered on-time and on-budget. Once your web design project kicks off, here's what to expect:

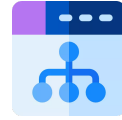
- Initial Planning
- Mockups
- Copy & Graphics
- Development
- Testing
- Launch & Optimization

Our Development Process



Initial Planning

The first order of business is to sit down with your team and create a detailed set of design and technical specifications. These specifications serve as a roadmap for the rest of the web design process.



Mockups

Once all site mockups are completed and approved, we'll proceed with site mockups. These add color and a bit more detail to the initial wireframes, giving us a stronger visual representation of the final product.



Copy & Graphics

Once we've agreed on a final design based on the mockups, our team will proceed with development, kicking off two phases in unison. The first involves creating your site's copy and graphics. Our team will get to work performing SEO and competitive research and come up with the copy and images that will flesh out your final site.



Development

At the same time, we'll kick off the technical side of the web design process. This will include deploying your CMS, creating your custom theme and page designs, and setting up your website's analytics.



Testing

Once our writers, designers, and developers have finished their work, our Quality Assurance team will get to work testing your site's performance and reliability. We'll use various tools to benchmark your site for loading, responsiveness, and speed, while also ensuring that it works reliably on all web browsers and mobile devices.



Launch & Optimization

Once we're sure that your site is ready to be released to the public, we'll deploy it on your public domain. Then, we'll shift into a monthly support process that will continue for 12 months. During that period, we'll create monthly backups of your site, update scripts and plugins to maintain security and reliability, and perform layout and content updates at your request.

Project Timeline

The table below represents our projected timeline for your web design project.

TIMELINE	SCHEDULED TO REACH
Initial Planning Meeting	05/18/2021
Mockups	06/21/2021
Copy & Graphics	06/28/2021
Development	06/28/2021
Testing	07/09/2021
Public Launch	07/12/2021

TIMELINE

SCHEDULED TO REACH



Pricing

The table below details the costs associated with your web design project.

NAME	PRICE	ADVERTISEMENT DISCOUNT	QTY	SUBTOTAL
Website Redesign	\$10,000.00	-\$5,000.00	1	\$5,000.00
				\$5,000.00
			Subtotal	\$5,000.00
			Tax	\$0.00
			Total	\$5,000.00

Project Terms

Perspective Website Design Group will build a website for The City of Crossville according to the description laid out in this proposal. Any additional features, pages, or other changes to project requirements may affect the timeline and costs laid out in the tables above, and will require a separate change order document.

All works produced as a result of the above described web design project will become the sole intellectual property of The City of Crossville. Perspective Website Design Group reserves the right to use visual representations of the final product as part of our project portfolio.

Acceptance

Perspective Website Design Group

The City of Crossville

David Apuzzo

Lee Lawson