



35 Brigham Lane #32
Lake Katrine, NY 12449
(845)382-1026

January 20, 2010
John Doe
Owner
Great Small Business (GSB)
PO Box 123
Anytown, AA 12345

Dear John:

It was a pleasure to speak with you on the phone recently. We have reviewed all of the information we have discussed and we have outlined this proposal detailing what Spinningwebz Services can provide for you.

The first page of the proposal summarizes the information we received at the meeting and in the sample design regarding the Web Site Objectives, Site Style & Appearance and Site Features. Please review this material carefully for our accuracy in interpretation as it is the basis for the way we will approach developing your site.

Spinningwebz Services' Development Process on page 3 will provide a rough guide to various project functions and stages. It also provides cost estimates based on the information provided so far. The range reflects the fact that some site features may be added. Other factors that can effect the final cost are explained in Estimate Options and Additions on page 4.

If you have any questions regarding this proposal please feel free to call me at (845)382-1026 or email me at bill@lkgraphic.com. We look forward to working with you to make Great Small Business (GSB) a fabulous web site.

William Hicks
Owner
Spinningwebz Service

Web Site Objectives

- Redesign the GSB web site to increase usability, marketability and to generate income.
- Install and setup a complete online store that allows the client to add, edit and remove products as needed.
- Install and setup software that allows the client to update the web site and add new pages as needed.
- Increase the visibility of the web site to the various search engines and improve search engine ranking.
- Incorporate John Doe's artistic vision through the web site.
- Incorporate consistency in design and content across the web site pages.
- The newly designed web site could be used as a marketing and promotional tool to increase income (marketing and promotional services are available with The Turning Mill).

Site Style and Appearance

- Warm, friendly, and comfortable.
- Inviting, non-serious, humorous.
- Easy accessibility—fast, well organized, navigation ease, no need for special plug ins.
- Appear professional, trustworthy, stable.
- Be easily updated by John Doe without any special software.

Site Features

- 21 – 35 pages as needed not including web store.
- Web store to use osCommerce industry standard software.
- Online purchases to be processed through PayPal.
- Updateable pages to be updated online by John Doe via ckEditor (or similar software), a browser based software package that allows web page content to be edited in a fashion similar to a word processor.
- Web site to be built using a custom template and full css (Cascading Style Sheets) implementation allowing for changes site wide.
- Lightbox gallery to be installed to allow used to view all artwork and photos in a easy to use interface.
- Hosting and maintenance (up to 2 hours a month) for one year by Spinningwebz Services.
- Site hosting to be provided by Spinningwebz Services at our Kingston, NY data center.

Spinningwebz Services' Development Process

Phase 1—Orientation and development of strategic concept (approximately one week).

- Determine what pages will need to be updateable.
- Define web site map.
- Define menu structure.
- Determine web store data structure, categories, products, options available for the products (colors, sizes, quantity discounts ect.).
- Design web site template compatible with the static, updateable and store pages (includes colors, base images, and fonts).
- Spinningwebz Services to download, edit and categorize existing copy, artwork and photos from web site.
- Spinningwebz Services to spend up to 5 hours writing new copy as needed.
- John Doe to supply additional copy for web pages, artwork, photos and descriptions of products.
- Present options for evaluation via email (pdf's & screen shots) to John Doe.

Estimate

\$400

Phase 2—Concept approval and initial development (approximately one week).

- Determine if Phase 2 estimated cost has changed based on feedback and revisions from Phase 1.
- Incorporation of feedback and revisions.
- Setup server hosting space for web site and store.
- Create web site folder and file structure.
- Install web store, setup database.
- Add categories and product descriptions to store database.
- Install software to allow editing of updateable pages.
- Create and install web page templates.
- Review web site with John Doe for revisions and approval.

Estimate

\$400/\$500

Phase 3—Revisions, final development and programming (approximately two weeks).

- Determine if Phase 3 estimated cost has changed based on feedback and revisions Phase 2.
- Incorporation of feedback and revisions.
- Incorporate copy, artwork and product photos / descriptions.
- Determine search engine keywords and meta tags for web page indexing.
- Multi-platform Mac and Windows testing on several browsers.
- Full web site review with John Doe.
- Revise site as necessary.
- Go live (date to be determined).
- Train John Doe on how to update the web site store and how to edit the web pages.

Estimate \$300/\$400

Estimate total \$1,100/\$1,300

Estimate Options and Additions

Web site copy creation and editing (up to 5 hours) is included in Phase 1. Copy development is not included in Phase 2. Copy can be provided by GSB or Spinningwebz Service will provide it at an hourly rate of \$75.

Miscellaneous expenses, such as deliveries, prints, messengers, and travel are not included, and will be billed at cost if necessary.

Royalty-free stock photography and illustration will be used where appropriate. These costs will be estimated at the end of Phase 1. Original photography, and any original illustration or animation will also be estimated at that time. Original photography is \$200 a day plus expenses, models, and location fees. Usage for original photography or illustration beyond the web site might be additional. (See Ownership on page 6). Photoshop retouching, if necessary, is extra and is billed at \$75 per hour. Illustrations are \$75 to \$225 depending on complexity. Any Photoshop retouching or illustrations to be performed by The Turning Mill. Animation costs are \$75 to \$225 depending on complexity. As proposed the site does not require complex Flash programming. If it is later required, it is available at \$75 per hour.

Working Agreement

Estimates

The costs and expenses cited in this proposal are our best estimates given the information provided. They include meetings, consultation time, design, programming, and production time, and a reasonable amount of revisions. If additional information is forthcoming, project specifications change, or the scheduling changes, cost and expense estimates may also change.

The effect of major changes, additional services, and delays cannot be determined until a final design direction has been established. If requirements arise for additional work or scheduling changes not reflected in this estimate, we will provide an updated estimate when the final design direction has been approved.

Cost and expense estimates are appropriate for 30 days from the date of this proposal. Taxes (if required) are not included in cost and expense estimates.

Revisions & Alterations

Work not described in this proposal, including but not limited to revisions (AAs), corrections, alterations and additional proofs, will be billed as an additional cost at the hourly labor rate of \$75 per hour, or at our cost plus 25% markup.

Terms

Unless otherwise arranged in advance, the estimated cost of each project phase is due upon initiation of each phase. The remainder of the costs for each phase will be invoiced and due upon its completion. Each phase must be paid before the start of the next phase. If any phase of this project is delayed longer than 60 days, we will bill for work completed to date.

Should GSB elect to terminate this project, Spinningwebz Service will invoice 50% of the lowest total estimate figure, or for actual work performed, whichever is greater, plus expenses.

Should Spinningwebz Service find it necessary to refer past due accounts to an attorney for collection, then GSB shall reimburse Spinningwebz Service for all attorney's fees and collection costs incurred. Any such fees incurred in the collection process will be added to the amount due, and the account shall not be considered paid in full until the entire debt has been settled.

Responsibility

Spinningwebz Service will make every reasonable effort to ensure the accuracy of what is produced, but is not responsible for the correctness of copy, illustrations, photographs, nor for obtaining clearances or approvals.

GSB shall assume full responsibility for any accepted graphic recommendations from Spinningwebz Service including, but not limited to trademark and patent searches, registrations, feasibility testing, and legal compliance responsibilities. GSB shall indemnify Spinningwebz Service and hold it harmless from any damages, costs, or losses that might arise as the result of any action against either party regarding products and/or services performed with regards to this project.

Spinningwebz Service will take normal measures to safeguard any materials entrusted to us. However, we are not responsible for the loss, damage or unauthorized use of such materials, nor are we responsible for the actions of the vendors and suppliers we utilize.

Ownership

This proposal is for the development and implementation of one strategic idea or concept. All preliminary concepts, ideas, approaches, plans, reports, recommendations, designs, artwork, and electronic files remain the sole property of Spinningwebz Service, and may be used in the future at their discretion.

All materials used in the production of this assignment—including original artwork and computer generated artwork, formats, and electronic code—remains the property of Spinningwebz Service.

Unless otherwise agreed upon, all original photography and illustration are for the sole purpose of the web site and may not be used in other applications. If GSB wishes to purchase unlimited rights to the use of original photography or illustration (ownership of copyright), please inform Spinningwebz Service and this will be a consideration in the selection of and negotiation with photographers or illustrators.

Copyright to the Web site design will be considered transferred and reproduction rights granted upon receipt of payment in full.

Purchase Order

If this proposal is acceptable, please sign as indicated below and initiate a purchase order in the amount of \$1,100. Mail this signed page along with the purchase order and initial check for Phase 1 in the amount of \$400 to Spinningwebz Services.



We shall be pleased to begin work on the schedule you determine after receipt of these items.

Submitted by: _____ Date: January 20, 2010
William Hicks
Owner
Spinningwebz Service

Approved by: _____ Date: _____
John Doe
Owner
Great Small Business