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905 Lincoln Avenue, Falls Church VA 22046 703-241-5583 mnicholas@anson-bowles.com

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Draft Proposal for: (Client Name Here) Website Layout, Design, Production

Synopsis:

(recap of first meeting).

Website:

Please see Task List for scope and pricing. Goal: (state goal for website)

Details:

Section for updates/current projects considered. Several options for path branching will be roughed out for review. Overall color palette (color list). Underlying theme (list). Secondary page layout includes sidebar for photos, top banner with logo, simple navigation bar, javascript "shortcut" menu for essential information. Target audience: (from meeting).

Key points:

- First Inquiry... FAQ necessary or desirable? Anticipate questions unique to industry.
- Established business, impressive client history, no limitations,
- Unique selling point
- Secondary message

Design includes template-based secondary pages with photos, and tertiary pages for additional detail. All "pages" template-based make site-wide editing and new page creation quick. Site map will be created from discussions, documents and notes between (client name here) and Anson-Bowles.

Site creation: Initial templates coded and ported to hosting server determined by (client). Text and photos provided by (client) will reference site map location. We request photos be provided at 72 ppi sized between 300 and 800 pixels wide.

Anson-Bowles will create meta-tags and short descriptions that will facilitate searches, "banner" or "button" images that can be used in link trades, add scripts for rotating images, navigation shortcuts, etc. Payment is benchmark-based and divided into thirds.

Please refer to the task list for specifics. After project is defined, changes made to the scope of the work or the specifications will be negotiated separately.

Myra Anson Nicholas
Anson-Bowles
(703) 241-5583
coyote@nanosite.com

attachment: Web Site Task List

Web Site Development Task List 1

Estimate of ____ based on tasks listed below.

1. Deposit of ____ (1/3 of total estimate). Provide assistance changing domain name owner and porting domain to new hosting server. Hosting companies and packages suggested. Set up email accounts on new server.
2. Anson-Bowles to provide jpg roughs that show the look and feel of site (color palette, site flow for each "industry", cad imagery for background design and rotating photos on every page with captions)
 - ◆ Primary (home page)
 - ◆ Secondary (sections: determine major section areas)
 - ◆ Tertiary (all pages linking under a secondary page)
3. Anson-Bowles to create visuals
 - ◆ Create page elements from approved jpg images
 - ◆ Use imagery and photos from ____ to create headers, banners, buttons and navigational elements
 - ◆ Pick doorway elements for home page, create images
 - ◆ Crop photos provided
 - ◆ Repeating phrases or keywords
4. Edit copy and review existing text (provided by?)
 - ◆ Estimate based on content being provided in electronic form
 - ◆ Estimate based on captions accompanying photos
 - ◆ Create repeating elements such as tag lines, navigational shortcuts, contact information, etc.
5. Site map and chart desired flow of visitors throughout the site
 - ◆ ____ provides category list and recommends content. Based on this, site map suggestions are made and sent for review,
 - ◆ (Site entrance strategy) Overall message for each demographic
 - ◆ Path for returning visitors (for updates) and shortcuts for existing clients
6. Anson-Bowles to produce and upload pages
 - ◆ Benchmark payment requested at this stage.
 - ◆ Create files based on site map and using page templates (total file count estimated to be ____)
 - ◆ Photos placed in sections according to client
 - ◆ Create shortcuts or revise any navigation issues
7. Provide template pages and maintenance strategy
 - ◆ Template pages with areas for simple updating
 - ◆ Quick "how best to" discussion on the best way to maintain the site, how often, what tools to use
 - ◆ Final payment due.

Tasks not included in estimate:

1. Writing content from notes, interviews and outlines
2. Sorting photos and writing captions