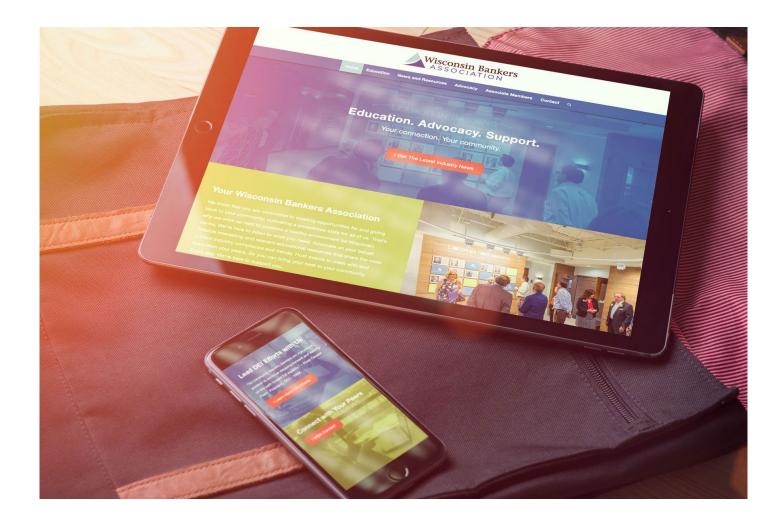# [CLIENT.COMPANY]

1 DAY WEBSITE 4 SPRINTS PROPOSAL

Prepared on: [Document.CreatedDate]

Prepared for:
[Client.FirstName] [Client.LastName]
[Client.Company]

INTRODUCTION

Your website is a bit outdated. And In order to keep up with your competitors, you need to refresh your website, using a modern theme or content management system that's easy to use and scalable for the future. You want to know that experts are building your site with design best practices and search engine optimization to help you rank better on Google.

We accelerate the development process by having real-time collaboration with you and your website development team on Zoom. Our team will improve your online presence and help you take your business to the next level. Get a best-in-class WordPress website developed with a research-backed process and your direct participation.

SAVE TIME
Avoid hundreds of back-and-forth emails and traditional stop-and-wait project management.

TEAM OF EXPERTS

Collaborate directly with a team of experts dedicated to your project. Your team includes 1 Creative Director, 1 Web Developer, 1 Graphic Designer and 1 WordPress Content Specialist.

TRAINING

Get training and resources so you can make changes to your site. Get your tech questions answered.

REAL-TIME FEEDBACK

Become an integral part of the creative process to ensure your satisfaction.

Our team will help you launch your website faster so you can get back to growing your business!

YOUR 1 DAY WEBSITE SERVICE INCLUDES:

Name	Price
Your team: (1 Creative Director, 1 Web Developer, 1 Graphic Designer and 1 WordPress Content Specialist)	$0.00
4 full-day Zoom Sprints	$0.00
5 hours of check-in meetings and project management outside of scheduled Sprints	$0.00
Content Layout for up to [Pages.Layout.Included] pages (i.e. Home, About, Services, Contact us)	$0.00
On-site Blog with archives and categories	$0.00
One-of-a-kind theme with custom graphics	$0.00
Email newsletter form integration with MailChimp or Constant Contact	$0.00
Links to social media (i.e. Twitter, Facebook and LinkedIn)	$0.00
Contact form with exportable submissions and email notifications	$0.00
On-site search engine optimization (SEO)	$0.00
Keyword research	$0.00
Google Analytics Installation for tracking traffic sources and site visitors	$0.00
Google Search Console Account	$0.00

Google Business Profile (if physical location exists)	$0.00
Up to [Stock.Photos.Included] stock photos as needed	$0.00
"Responsive" / mobile friendly design	$0.00
Domain and web hosting configuration*	$0.00
WordPress Content Management System core installation	$0.00
Training on WordPress user interface and access to video tutorial library	$0.00
Intuitive navigation w/ rollover effects and drop-down menus	$0.00
Social share buttons on blog pages	$0.00
Quality Assurance, web browser & device testing	$0.00
301 redirects for any changed URLs	$0.00
2 Weeks of website support after website launch	$0.00
	$0.00
OPTIONAL SERVICES *(check the box to include)*	$0.00
☐ Writer for up to [Pages.Writing.Included] pages of Content / Text Development	$0.00
	$0.00

Total 1 Day Website Fee:	**$0.00**

MILESTONES AND TIMELINE

4 LIVE 1 DAY SPRINTS

We propose 4 live 1 Day sprints on Zoom (normally 9am - 3pm) with your team. Deliverables will be emailed within 2 business days after the live sprint. Up to 5 hours of check-in meetings, support and project management outside of scheduled Sprints are included.

SPRINT #1:

KICKOFF, DISCOVERY, RESEARCH & PLANNING

- Discovery Interview
- Site map planning / navigation and top level pages
- Inspiration websites and competitor research
- SEO Keyword Research
- Domain and Web Hosting / account access
- Asset mapping (photos, videos, text)
- Information Architecture Planning
- Finalized website plan and timeline
- **Project Milestone:**
  - Wireframe user experience (UX) design for home page and up to 2 other key internal pages
  - 2 Style tile designs to establish overall look and feel of website

SPRINT #2:

DESIGN & DEVELOPMENT

- Review and revisions on wireframes
- Review and revisions on style tiles
- Begin content migration from old website
- WordPress Content Management System Core Installation
- Other plugin configuration and integrations
- Set up and test website forms
- Photo optimization
- **Project Milestone:**
  - Mock up of home page design
  - Working website forms

SPRINT #3:

DEVELOPMENT, DESIGN & PAGE BUILDING

- Review mock-up of home page design
- Review missing content / assets / needs
- Custom WordPress theme development
- Graphic design and iconography as needed

- Continue content migration
- Page building and design
- **Project Milestone:**
  - Live home page and one internal page designed and developed
  - Navigation of website complete

CLIENT WEBSITE REVIEW

Website link to new website with 90% content and working functionality will be delivered between Sprints 3 and 4 for your team to review.

SPRINT #4:
REVISIONS & TESTING

- Review content review and revisions
- Design tweaks
- Review of launch timeline
- Migration any final content
- Quality Assurance, web browser & device testing
- Search engine optimization (SEO)
- **Project Milestone:**
  - Website complete and ready for launch
  - Launch plan

WEBSITE LAUNCH!

TIMELINE

Dates of the Sprints and overall timeline will be determined with [Client.Company] based on schedules and availability for Sprints before the project kickoff. We recommend 1-2 weeks between each Sprint. Website launch can take place as soon as 1 week after the final Sprint. Final revisions on website must be complete within 2 weeks of final sprint to avoid additional change or support fees.

PROJECT DETAILS

*DOMAIN AND WEB HOSTING CONFIGURATION

Hosting and domain registration fees are separate third party fees.

Our configuration includes building a new WordPress website on your website host and pointing the primary domain to the hosting environment.

Your website host must support WordPress software per our requirements. We recommend Flywheel hosting.

This quote *does not* include email configuration, email migration or email setup.

WORDPRESS CONTENT MANAGEMENT

[Sender.Company] will develop a WordPress platform Content Management System (CMS) website to allow for frequent updates, interactivity and offer a scalable solution. The WordPress CMS will allow [Client.Company] to add content and make changes as needed in an easy-to-use web-based interface with no additional software needed.

Content management (ability to add or change text and photos) and general maintenance may be handled by [Client.Company], controlled by a secure username and password in the WordPress web-based interface. [Client.Company] will be granted full administrator rights and can control access of other website users, including [Sender.Company].

[Client.Company] will receive training on the WordPress user interface to be able to make changes to the text and photos on the website and get access to our video tutorial library. [Client.Company] may also hire [Sender.Company] for additional training by the hour.

DESIGN

One-of-a-kind WordPress Child Theme
Our custom graphic design services include:
- One-of-a-kind WordPress Child Theme (Branded with your existing Logo and Colors)
- Custom iconography
- Custom background graphics

Logo design is not included in this agreement.

An intuitive navigation menu will be featured on all pages. Interactive features using Cascading Style Sheets (CSS) and simple animation may include the following:
- roll-over button effects
- rotating photo slideshows

Custom Javascript or video animation is not included in this Agreement.

Content Layout and Design
[Sender.Company] will design and lay out [Pages.Layout.Included] pages of content. Old blog content that is moving to new website will be migrated as is with no additional layout or design.

[Client.Company] will be taught how to build pages themselves, so additional content can always be added at a later time.

CONTENT

Discovery Interview and Text
[Client.Company] will provide all the text for the website with [Sender.Company]'s guidance. Text can be edited at any time in the future by [Client.Company] via the WordPress website interface.

We will interview [Client.Company] as part of the process. From that interview, [Sender.Company] will develop text content for the website for up to [Pages.Writing.Included] pages. Text can be edited at any time in the future by [Client.Company] via the WordPress website interface.

Photos and Videos
Up to [Stock.Photos.Included] stock photos are included as needed. Photo resizing, retouching and optimizing for up to [Photos.Retouch.Included] images is included.

[Client.Company] may supply additional prepared photo or video content for the site. Videos will be hosted on Client's YouTube account and embedded in website.

Wireframe Content Planning
[Sender.Company] and [Client.Company] will participate in an interactive wireframe planning (aka skeleton) of the content on the home page of the website to determine optimal placement of elements and decide which pages will be included on the website. Planning will ensure intuitive navigation with a menu featured at the top of every page. Rollover effects and drop-down menus are included.

INTERACTIVITY & INTEGRATIONS

Interactive features on the website include:
- Links to Social Media accounts (i.e. Facebook, Twitter, Instagram)
- Contact or lead-generation form with email notifications and exportable submissions via a CSV file
- Email newsletter form integrated with Mailchimp or Constant Contact (other providers may be available upon request)
- Blog with archives and user comments
- Social media "share" buttons on blog pages

RESPONSIVE DESIGN

Your website will be created using "responsive" design, changing size and layout based on the size of the monitor or screen of the user. Your website will be optimized for desktops, mobile devices and tablets.

QUALITY ASSURANCE

Your website will undergo testing in a variety of devices, web browsers and operating systems. Due to the number of devices and browsers, it is not possible to test on every device and browser combination, but [Sender.Company] will perform testing to ensure the best compatibility for the most users possible.

ACCESSIBILITY

[Sender.Company] will perform one-time accessibility tasks including:

- conforming to the WCAG color contrast guidelines per your brand guidelines;
- adding "alt tags" for all images and logos used on the website
- optimizing form content and navigation for keyboard tabbing.

Please note that full ADA Website Compliance is requires extensive and ongoing work that outside of scope of this website proposal. Please inquire for more details about [Sender.Company]'s ongoing accessibility services.

SEARCH ENGINE OPTIMIZATION (SEO)

[Sender.Company] will perform the most essential one-time search engine optimization tasks while building [Client.Company]'s website, including writing meta tags and descriptions for all navigation-level pages.

Other search engine optimization, tracking and security techniques include:

1. Basic keyword research
2. Installing Google Analytics so you can track website visits and where traffic is coming from.
3. Creating a Google Business Profile for [Client.Company] to get your business on the map (if a physical location exists).
4. Creating 301 redirects for any changed URLs to preserve search engine ranking.
5. And creating a Google Search Console account to help with security and searchability.

Please note that successful SEO requires an ongoing investment of resources. Please inquire for more details about [Sender.Company]'s ongoing content marketing and search engine optimization services.

SECURITY, ONGOING UPDATES & PRIVACY

Software Updates
[Sender.Company] highly recommends monthly WordPress software and plug-in updates, inspections and testing after the site goes live.

[Client.Company] is responsible for performing those, or [Client.Company] may hire [Sender.Company] or a third party web development firm to perform them. View [Sender.Company]'s **Website Care Plans**.

In building the website, [Sender.Company] will take security measures using due diligence based on standard security best practices. [Sender.Company] uses heavily vetted third party plug-ins, extensions and themes. [Sender.Company] can not guarantee that these third party products, including the WordPress software, will continue to be updated or supported forever.

[Sender.Company] can not guarantee that performing security measures of a website will prevent future attacks or interference from a third party once the site has been handed over to [Client.Company]. [Sender.Company] also recommends [Client.Company] contracts a third party such as Sitelock or Sucuri to implement ongoing security and monitoring on [Client.Company]'s website. Please inquire for details. For ongoing security monitoring, please inquire about ongoing monthly website maintenance and security services with [Sender.Company].

Privacy
To prevent unauthorized access, maintain data accuracy and ensure the appropriate use of information, [Sender.Company] has established security procedures to protect any information collected and stored online.

Personal information provided to [Sender.Company] is protected under the Privacy Act. This information is collected to enable [Sender.Company] to contact you in the future, and will be retrieved only by authorized personnel.

TOOLS & SOFTWARE

In addition to WordPress, [Sender.Company] may use the following software, programming languages and platforms to develop your website: WordPress, PHP, HTML5/XHTML, CSS/CSS3, Javascript, and Adobe Photoshop and Adobe Illustrator.

Thank you for the opportunity to develop your website. If you need clarification about this contract, don't hesitate to contact us!

A FEW NICE WORDS FROM PAST CLIENTS

"We were incredibly fortunate to have Bizzy Bizzy put together our website. The SEO improvements made by Bizzy Bizzy to our website allowed several new clients to find us via Google search and allowed us to sign a couple of new clients who ended up placing enough work to cover all our employees salaries for the year. Having a **great website and SEO was a huge return on investment** for our company."

Gina Patel
Patel Kwan Consultancy

"The team at Bizzy Bizzy is amazing. They have helped us on three projects – security, SEO optimization and most recently, redesigning a website. We've been very happy with each aspect of work from them. Our website looks great! They are quick to respond for assistance. **Strongly recommend this great local business**."

Mark Pocan
Congressman and Owner of Budget Signs & Specialties

"This week I worked with Bizzy Bizzy for the second time to do the one-day website and **LOVED both experiences**. The teams assembled both times were both friendly and knowledgeable. The **process makes it really easy to understand** and follow along for folks like me who are not website guru's. If you're here reading this review because you're wondering if you should go with Bizzy Bizzy, I'm telling you — choose this company!"

Sabrina Madison

"We can't say 'Thank You' enough to the Bizzy Bizzy team! After our One Day Digital, we knew Bizzy Bizzy was for our organization! We can't believe how they **have grown our SEO from nothing to booming**! It is truly amazing how professional, responsive, and organized the Bizzy Bizzy team is! We can't wait to see what the future holds working with them! Thank you to Candy and the Bizzy Bizzy team!"

Deb Immen

Alder and Founder of Progress Center for Black Women

Madison Women's Health

"I had an incredible experience working with Bizzy Bizzy for our new 1-day website at Underground Self-Defense. The **team went above and beyond my expectations**. Every individual on the team that I've worked with so far has been **kind, knowledgeable, creative and professional**. I was blown away at how well they listened to understand our business's unique needs, and at the level of care and attention to detail they put into the project. Especially on such a quick turnaround! If you're wondering if it's worth it-- it is. I will definitely be back for more collaboration with the folks at Bizzy Bizzy in the future."

Ali Trevino-Murphy
Owner of Underground Self-Defense

"This is the 3rd time my company Mapping Specialists, Ltd has used Bizzy Bizzy for our website development. I **couldn't have been more pleased with the results** each and every time. Not only did they build a wonderful site but developed a store portal for us as well. From the initial meeting to the pricing and then the execution of the project **everything went smoothly**.

I do have to mention the one day website build that they offer. For those of you who are hesitant to use Bizzy Bizzy in thinking this can't be done, let me tell you it can. Honestly, I had my "doubts", but having just gone through the process **I can tell you it works**. The **team there is top notch** and you will be very pleased with the results."

Dave Knipfer
Mapping Specialists

TERMS

The 1 Day Website is a full-day session with 1 Creative Director, 1 Web Developer, 1 Graphic Designer and 1 WordPress Content Specialist. Most of the work by the [Sender.Company] staff will be performed on that day with the exception of the WordPress software installation that will take place beforehand and any minor tweaks the next business day. Any work / support / how-to's, etc. after the 1 Day Website may be considered billable hours.

PAYMENT TERMS

A 25% deposit is due to reserve you 1 Day Sprints. You may pay immediately via credit card, EFT or check payment. A 25% progress payment will be due before Sprint #3. Another 25% progress payment will be due before Sprint #4. The final balance will be due upon completion of the website. If the size or scope of the project changes, a change order form will be signed by [Client.Company] for work outside of the Sprints. The final balance will be due before your website will go live.

CANCELLATION POLICY

You may cancel your website services up to 20 Days before the Sprint #1 with a full refund. You may reschedule your 1 Day Sprints up to 15 Days before the date with no additional charge. There will be a $250 nonrefundable fee for canceling or rescheduling your a Sprint within 14 days of the reserved date.

COPYRIGHT & CONTROL

When [Sender.Company] receives final payment, copyright is automatically assigned as follows: [Client.Company] owns the graphics, photos and text that [Sender.Company] creates for you for this project. We reserve the right to display and link to your project as part of our online and print portfolios unless otherwise requested.

Any "open source" software including WordPress falls under the GNU General Public License. Any paid third party plug-ins, themes or extensions that do not fall under the same licensing will be obtained legally per their individual licensing agreements.

[Sender.Company] will provide you with passwords for your website, for your third party domain registration / website hosting or any other accounts [Sender.Company] creates for you during the development so you can have total control of your website.

If you have any questions, feel free to contact us. If you agree to the terms, please complete this document via electronic signature below.

SIGNATURES

[Sender.Company]   [Client.Company]

[Document.CreatedDate]

Candy Phelps   [Client.FirstName] [Client.LastName]

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