

Acme Co Website Redesign

Wednesday, February 7, 2018

Prepared by: Aspen Grove Studios, LLC

Prepared for: John Doe, Acme Co

Snapshot

XXX is the [describe company here]. XXX has operated a website for some years. With advancing technology and the rise of social media, XXX needs to redesign their website to align with the goals of the business and the target audience.

XXX needs a website that functions as a powerful marketing and communications tool for other sector bodies, key stakeholders and other interested parties.

Business Needs

Specifically, the new Acme website should serve as a vital extension of the company's marketing efforts and needs to fulfill the following business needs:

1. [insert business problem here]
2. [insert business problem here]
3. [insert business problem here]
4. [insert business problem here]

Target Audience Needs

The new Acme Co website needs to assist the target audience do the following:

1. [insert target audience need here]
2. [insert target audience need here]
3. [insert target audience need here]
4. [insert target audience need here]

Ultimately, the XXX website should be a useful resource for existing members, potential new members and potential new partners.

Solution

We will provide the development of a new *responsive* (performs well on smart phones, tablets, etc.) website, with a design that will convey the many services Acme offers to its clients.

The following elements will be included, as discussed:

- [insert benefit delivered by feature here that helps achieve needs from above]
- [insert benefit delivered by feature here that helps achieve needs from above]
- [insert benefit delivered by feature here that helps achieve needs from above]
- [insert benefit delivered by feature here that helps achieve needs from above]

Additionally the following "behind the scenes" features will be built-in to the website:

- Google analytics performance reporting
- up to 5 training videos pertaining to the site's functionality
- social media and newsletter opt-in integration
- preliminary Search Engine Optimization
- high speed page loading and caching (overall site speed depends largely on your web host)
- anti-spam features on contact forms
- Security lockdown utilizing free plugins (premium available for a monthly cost)

Web hosting services are presumed to be provided by *your* existing hosting company unless otherwise determined.

Project Timeline

We offer the following timeline for the design of the Acme Co's website, assuming the date the deposit is received as a starting point and excluding holidays:

Discovery Phase, web design and development	1 Week
Web design and development	3 Weeks
Final revisions, testing, optimization, debugging and launch	2 Weeks

Fee Schedule and Summary

Discovery phase

\$X,000 (January, 2018)

Develop interactive wireframes from a basic sitemap to make sure we cover all the functionality required on the front end of the website.

Design and development

\$X,000 (February, 2018)

Design a modern, professional look and feel for the website based on the functionality agreed in the discovery process. Develop and implement tools, features and functionality as discussed and discovered.

Testing, debugging and launch

\$X,000 (March, 2018)

Project Total

\$XX,000

*The above pricing is effective for 60 days. **Credit card payments will incur a 2.9% fee.**

Frequently Asked Questions

Will I be able to view the website during development ?

We will push the design to a live subdomain for viewing several times during the design and development process for you to review. This will help insure that we are headed in the right direction and on the same page throughout the project.

Will my new website be viewable on smartphones and tablets ?

Yes, all of our designs are made to be mobile responsive and look fantastic on all devices.

My current website is “down” or not accessible at times, will this happen with the new site ?

This could happen for a number of reasons, but chances are this is related to your hosting company. Your new website will be compliant with all modern web development standards and if issues arise (not related to our development) we will be happy to research them for you charged at our hourly rate.

Will I be able to update my new website?

Your website will be integrated with the WordPress CMS which will allow you to easily update most text content, images, etc. with minimal training. Many structural and design elements, however, require an advanced knowledge of markup and coding to perform.

Next Steps

To proceed with this project, Acme Co are required take the following steps:

1. Accept the proposal as is by signing and returning to Aspen Grove Studios, LLC. We will then sign the contract and provide you with a final copy. Please note that changes to the scope of the project can be made at anytime, but additional charges may apply.
2. Submit initial deposit payment of \$X,000.

Once these steps have been completed we will begin the project with an introduction of all relevant people and begin the discovery process.

Mutual Agreement

Between us, **Aspen Grove Studios, LLC** and you, **Acme Co.**

Summary

We will always do our best to fulfill your needs and meet your goals, but sometimes it's best to have a few things written down so that we both know what's what, who should do what and what happens if stuff goes wrong. In this contract you won't find complicated legal terms or long passages of unreadable text. We have no desire to trick you into signing something that you might later regret. We do want what's best for the safety of both parties, now and in the future.

In short

You, **Acme Co.**, are hiring us **Aspen Grove Studios, LLC** located at 111 XXXX Street Prescott, AZ 86303 to design and develop a website for the estimated total price as outlined in our proposal. Of course it's a little more complicated, but we'll get to that.

What Do Both Parties Agree To Do?

As our customer, you have the power and ability to enter into this contract on behalf of your company or organization. You agree to provide us with everything that we'll need to complete the project – including text, images and other information – as and when we need it and in the format we ask for. You agree to review our work, provide feedback and approval in a timely manner too. Deadlines work two ways and you'll also be bound by any dates that we set together. You also agree to stick to the payment schedule set out at the end of this contract.

We have the experience and ability to perform the services you need from us and we will carry them out in a professional and timely manner. Along the way we will endeavor to meet all the deadlines set but we can't be responsible for a missed launch date or a deadline if you have been late in supplying materials or have not approved or signed off our work on-time at any stage. On top of this we'll also maintain the confidentiality of any information that you give us.

Getting Down to the Nitty Gritty

Design

If we are designing your application we'll create designs for the look-and-feel, layout and functionality of your website. This contract includes one main design plus the opportunity for you to make up to two rounds of revisions. If you're not happy with the designs at this stage, you will pay us in full for all of the work that we have produced until that point and

you may either cancel this contract or continue to commission us to make further design revisions at our standard design rates.

HTML and CSS Layout Templates

If the project includes HTML markup and CSS templates, we'll develop these using valid HTML and CSS code.. The landscape of web browsers and devices changes regularly and our approach is to look forward, not back. With that in mind we will test all our markup and CSS in current versions of all major desktop browsers to ensure that we make the most from them. Users of older or less capable browsers or devices will experience a design that is appropriate to the capabilities of their software. **We no longer cater to people using Microsoft Internet Explorer, and cannot predict the behavior of that browser. Internet Explorer is no longer updated by Microsoft, hence we cannot guarantee functionality of a deprecated platform.** We will also test that these templates perform well on mobile devices.

We will not test old or abandoned browsers, for example Microsoft Internet Explorer 6 or 5.5 for Windows or Mac, previous versions of Apple's Safari, Mozilla Firefox or Opera unless otherwise specified. If you need us to consider these older browsers, we will charge you at our standard old browser rate for any necessary additional design work, development and testing.

Text Content

Sure, we can formulate a sentence or two, but we're not responsible for writing or inputting any text copy unless we specified it in the original estimate. We'll be happy to help though, and in addition to the estimate we will charge you at our standard copy writing or content input (typing) rate.

Photographs

You will supply us photographs in digital format. If you choose to buy stock photographs we can suggest vendors of stock photography. Any time we spend searching for appropriate photographs will be charged at our standard discovery rate.

Changes and Revisions

We know from plenty of experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your first idea about how something should look, or how it might work. We don't want to limit either your options or your opportunities to change your mind.

The estimate/quotation prices at the beginning of this document are based on the amount of work we estimate we'll need to accomplish everything that you have told us you want to achieve. If you do want to change your mind, add extra pages or templates or even add

new functionality, that won't be a problem. However, you will be charged accordingly and these additional costs will need to be agreed to before the extra work commences. This additional work will affect deadlines and they will be moved accordingly. We'll be up front about all of this if and when it happens to make sure we're all on the same page before proceeding. We may also ask you to put requests in writing so we can keep track of changes. If the nature or functions of the project change significantly throughout the process, we reserve the right to deem the current project cancelled. At this point you will pay us in full for all the work we have done and may commission us to complete the new project based on the new requirements. This will require a new quote and contract.

Technical Support

You may already have professional website hosting, you might even manage that hosting in-house; if that's the case, great. If you don't manage your own website hosting, or your current hosting environment does not support the solution we are providing, we can set up an account for you at one of our preferred, third-party hosting providers. We have included in the quote the fee for installing your site on this server, plus any statistics software such as Google Analytics, then the updates to, and management of that server, plus any support issues will be up to you unless otherwise agreed to.

Legal stuff

We can't guarantee that the functions contained in any web page templates or in a completed website will always be error-free and so we can't be liable to you or any third party for damages, including lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate this website and any other web pages, even if you have advised us of the possibilities of such damages.

If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

Phew!

Copyrights

You guarantee to us that any elements of text, graphics, photos, designs, trademarks, or other artwork that you provide us for inclusion in the website are either owned by your good selves, or that you have permission to use them.

When we receive your final payment, copyright is automatically assigned as follows:

You own the graphics and other visual elements that we create for you for this project. We'll give you a copy of all files and you should store them really safely as we are not required to keep them or provide any native source files we used to make them.

You also own text content, photographs and other data you provided, unless someone else owns them. We own the markup, CSS and other code and we license it to you for use on only this project.

We love to show off our work and share what we have learned with other people, so we reserve the right to display and link to your completed project as part of our portfolio and blog.

Payments

We are sure you understand how important it is as a small business that you pay the invoices that we send you promptly. As we're also sure you'll want to stay friends, you agree to stick tight to the following payment schedule.

- \$X,000 deposit up front to begin the first phase of development (credit card payments will incur a 2.9% fee).
- Remaining balance once the website and its applications have been tested and everyone agrees it is ready to go live.

NB: If you are unable to supply all of the right content at this stage, it does not mean we have not done our job. Once the site has been tested and is ready to go live, either with your content or placeholder images and dummy text, we will issue the final invoice. Once the final invoice is paid we will hand over the keys and show you how to put your own content in once it's ready. If the final invoice is not paid within the credit terms we have given you, we are under no obligation to keep the site on our testing server or continue with the project in anyway.

But where's all the horrible small print?

Just like a parking ticket, you can't transfer this contract to anyone else without our permission. This contract stays in place and need not be renewed. If for some reason one part of this contract becomes invalid or unenforceable, the remaining parts of it remain in place. Although the language is simple, the intentions are serious and this contract is a legal document under exclusive jurisdiction of the presiding courts.

Authorizing this project requires a signature and date below by both parties.

Signed by Acme Co

Signed by Aspen Grove Studios

Date: _____

Date: _____