

Website Beautiful LLC
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Proposal to re-design and create a web site for **YourWebsite.com**

1. **Secure domain name registration** (if applicable)

2. **Open a universal or business hosting account** (if applicable)

3. **Consultation:** Discussion topics
 - A. **Function**
 1. Showcase the organization in an aesthetically appealing way;
 2. Map out site in an organized way for the viewer;
 3. Easy navigation; links that work and are intuitive;
 4. Identify specific online capabilities such as a user-friendly donation page, member outreach, e-commerce, password protected member only access pages, and other internal organizational communications.

 - B. **Design**
 1. Determine market demographic;
 2. Discuss layout and design to match your target market;
 3. We will look at websites that speak to a similar demographic for ideas regarding design, layout, and function.
 4. Colors carefully chosen to compliment your online presentation;
 5. Fonts to match as well.

 - C. **Time frame**
 1. To begin: immediately
 2. To be up and functioning: ASAP
 3. To be completed: to be discussed

For existing websites in need of redesign, the new website can be published on a test server to be viewed for input and feedback. After all functionality has been successfully tested and the design meets your approval. It will then replace the existing site.

D. Fees

1. Domain name registration: (if applicable)
2. Hosting: one-year Universal or Business account:
 - a. Universal account - \$8 per month, payable annually at \$96
 - b. Business account - \$14/ month, payable annually at \$168
 - c. Please see <http://websitebeautiful.com/webhosting.html> for hosting package details.
3. Design and construction fee to be negotiated
4. A discounted flat rate for combined services including search engine optimization and marketing can be discussed.

4. Development and Construction of the website

- A. Design, create and publish pages to the web
- B. Test navigational links, colors and fonts with multiple browsers such as Microsoft Explorer, Firefox, Safari, Netscape, etc.
- C. Ongoing discussion and feedback is welcomed, and will fine-tune the results.
- D. Adjustments will be made to guarantee client satisfaction.

5. Payments

- A. Domain registration (if applicable)
- B. Hosting account payment due in full to begin
- C. 50% deposit due for website design and construction.
- D. Balance due on completion
- E. Ongoing maintenance - We offer a \$75 monthly maintenance plan that covers small content and design edits and content changes as the need arises. Without this monthly plan, content changes are billed at \$75/hr.