WEB DESIGN

PROPOSAL & AGREEMENT

Website Proposal for:

prepared by:

PROPOSAL SUMMARY

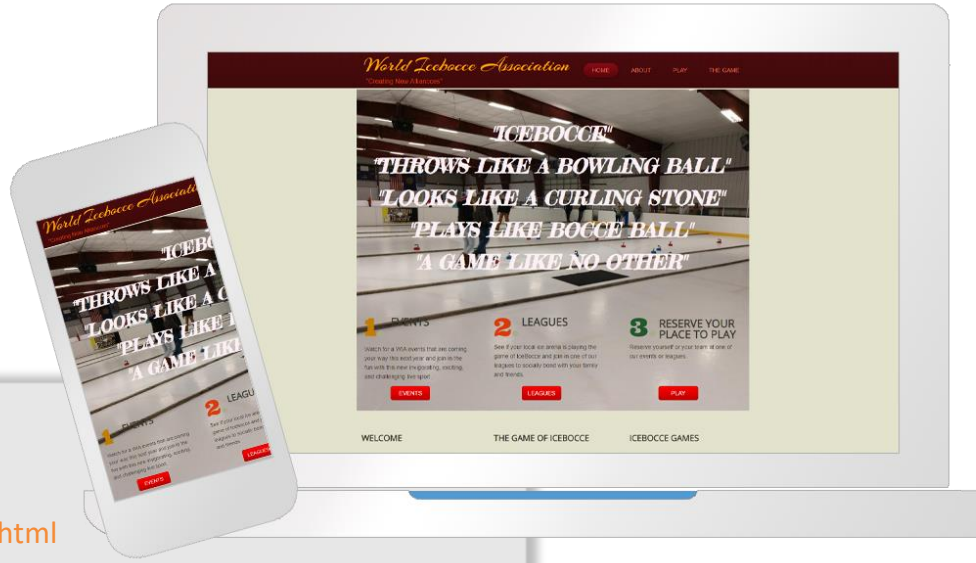
Situation Analysis

- Client Needs
  - Goals/Purpose
- Current Site Analysis
  - Current website design
  - Marketing Analysis
  - Compatibilities Standards
- Competitor/Example Designs

Recommendations

- Website Redevelopment on strong SEO Platform
- Proposed Budget
  - Website Phases
  - Setup and Payment Schedule
  - *Ongoing Marketing Options (recommendations)*

SITUATION ANALYSIS



Website Analysis

http://www.worldicebocceassociation.com/home.html

- Site was built in GoDaddy templates
- Not mobile-friendly
- Re-design and develop in WordPress and establish a consistent brand identity
    - Colors, fonts, and images specifically
- Improve site flow and User Experience
- Word to get more content for mostly blank pages to help legitimize the association
- New logo recommended
- Use more images and brand-specific colors to add depth to the feel of the website

SITUATION ANALYSIS

Website Re-design

Revivify Marketing will rebuild website on WordPress platform for enhanced SEO benefits. Establish more content pages to help with specific services being richly described for searchability and conversion-centered User Experience (UX).

Phase 1 - Design due at signing ~~$720~~ **$560**

- Establish Design environment for new website
- Up to 3 mockups of general design styles for Home Page, Content Pages, Product Page, and Blog

Phase 2 - Development due after completion of Phase 1 ~~$720~~ **$560**

- Take client-provided content (text/images) and build out website within the design established in Phase 1 – price includes up to 20 core content pages (+$45/ea additional)
  - Use current site content and collaborated content to build pages
  - From design, continue building out with UX ideal for ease of use and conversions
- Standard Contact Form – also using Gravity Forms
- Using images provided by client, continue with depth and engaging UX from design phase
- Revivify will include up to 10 stock images from depositphotos.com *($5/ea additional as needed)*
- Built mobile-friendly (responsive design for smartphones, tablets, and desktop views)
- Integration of Yoast SEO with initial on-page Meta information built in for organic search value

continued ↓

SITUATION ANALYSIS

Website Re-design

Phase 2 – Website launch due prior to site launch ~~$360~~ **$280**

- Final testing of website function
- Launch to desired live host (i.e. GoDaddy, HostMonster, or Revivify Marketing managed hosting)

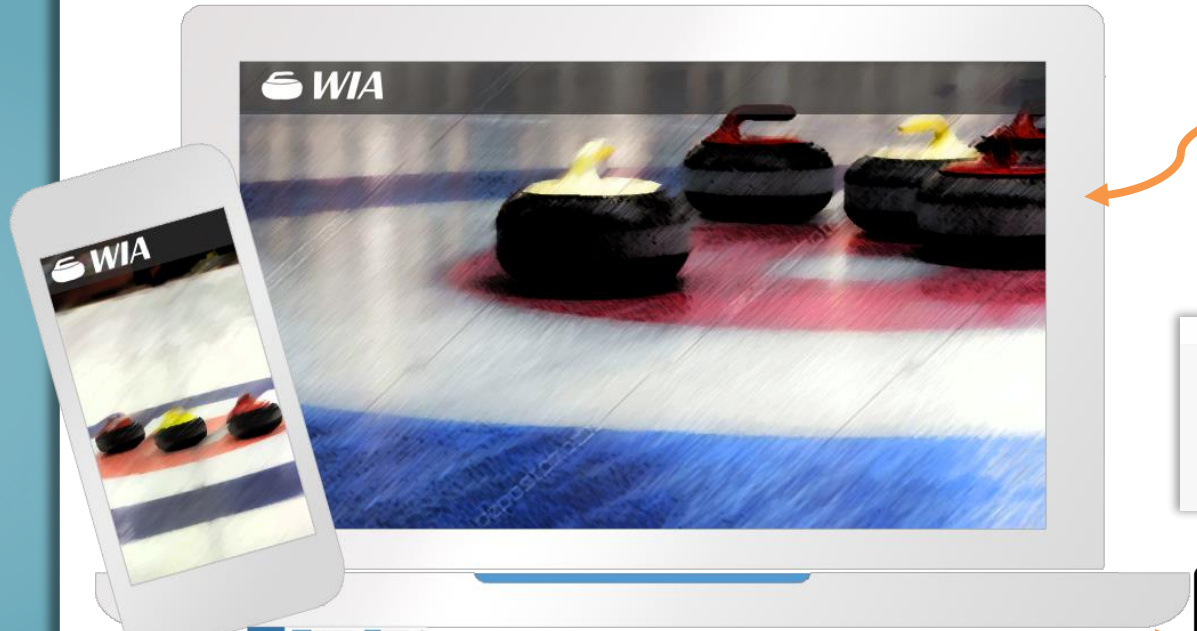
ʳ – provided by *revivify*
** - additional cost (annual license)*

Estimated timeframe: 6-8 weeks

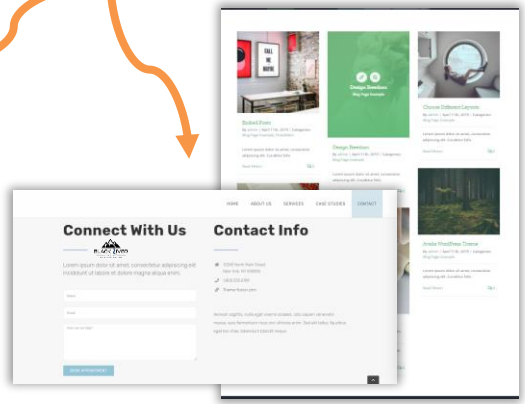
~~$1,800~~
Website Project TOTAL: $1,400

SITUATION ANALYSIS

Website Design/Development

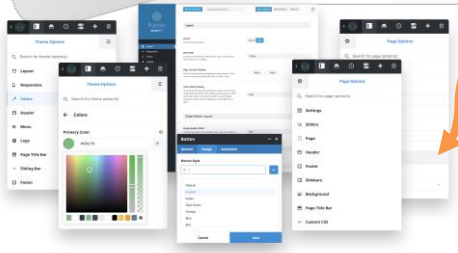


PAGE DESIGNS



COLORS/STYLES/FONTS

RESPONSIVE



SITUATION ANALYSIS

Website Managed Hosting

Continuous Software updates for security

Base Theme updates for function and security

Plugin updates for function and security

Server software updates for function and security

Basic SSL encryption – signals safety to search engines and visitors
NOTE: eCommerce level SSL is an additional $90/yr

Occasional Malware searches to prevent user experience issues

Up to 3 email addresses included
NOTE: If you're already on G Suite for email, you'll want to continue with that.

- GeoTrust Quick SSL Premium
- Protection for one domain name
- Domain Validation
- Up to 256-bit encryption
- $500,000 loss excess amount
- Green padlock display
- Easy to activate on your website

Significant SEO benefit

Alternatively, you could go with GoDaddy's [WordPress Ultimate Hosting]

MARKETING OPTIONS

Logo Design

We don’t just provide logos; we strive to develop a true representation of your brand.

Walk through a Brand Essence and Logo Elements guide with us to determine the true brand experience and personality of Counselor Connect you want to lead with.

What you get:

- Up to 3 main Logo concepts
  - With up to 5 minor revisions of concept direction selected
- Full Stack of Logo graphics
  - PNG, JPEG, PDF, EPS, AI, and other as needed
  - Full color, white/dark knockout
  - Stacked vs Horizontal (if applicable) for alternative layout options

~~$200~~

LOGO BUDGET: $INCL

MARKETING OPTIONS

Online Marketing

We also offer a variety of marketing options, ideal for small/medium local businesses. These help you continue optimizing your website and other online assets to reach more potential clients.

LEARN MORE

https://www.revivifymarketing.com/small-business-seo-plans/

PRICING/ACCEPTANCE

Summary of Pricing

- Web Design & Online Marketing (check the options you agree to)

___ **Website Redesign/Development: $1,400 - $720 Phase 1 | $720 - Phase 2 | $360 - Phase 3**

___ **Revivify Managed Hosting: $19.95/mo** (continued after site launch)

___ *I prefer my site be hosted on _____ and be personally responsible for site security and software maintenance.*

Client Acceptance:

The Client agrees to pay Revivify Marketing according to the Summary of Pricing above for the work shown in the Marketing Proposal.

Client's Business Name: _____ Contact Name: _____

Business Address: _____ Phone: _____

City _____ State ____ Zip _____ Email: _____

Website URL: _____

Signature: _____ Date: _____

Printed Name: _____ Title: _____

mail check to:
4540 Tranquil Pl
Ammon, ID 83406

or

Pay online (click here)

VISA MasterCard AMERICAN EXPRESS DISCOVER

PRICING/ACCEPTANCE

Terms & Conditions

This Agreement is hereby entered into between Revivify Marketing ("us", "we", or "our") and the Client ("you", "your", or "their"). The Terms provided herein shall apply to any and all proposals, projects, statements of work, and/or special requests made between the parties, hereafter referred to as the Proposal, whether now or in the future. In the event of a conflict between documents, this Agreement shall prevail. If you are entering into this Agreement on behalf of a person, organization, or other legal entity, you represent that you have the authority to legally bind such entity and/or person to this Agreement.

DEFINITIONS. Revivify Marketing: Revivify Marketing, its owners, agents, affiliates, consultants, contractors, officers, directors, and employees. **Client:** The person and/or entity named in this Agreement, its owners, officers, directors and employees, as applicable. **Web Property:** Any virtual space or property that exists on the internet. This can include, but is not limited to: websites, web pages, listings, profiles, and databases. **Client Services (Services)**: Services are a representation of the work performed by Revivify Marketing, for and on behalf of the client. Services are usually, but not always specified in a proposal, project description, statement of work, or written and verbal requests. **Proposal:** The proposal is a verbal or written offer for Revivify Marketing to provide its Services. Proposals are sometimes referred to as project descriptions, statements of work, or work orders. **Project (Campaign or Account):** The project is a general term used to describe the implementation of the specific tasks referred to in the Proposal. The Project may also include tasks not listed in the proposal, but are carried out on behalf of the Client. **Proprietary Information:** Information relating to product development, marketing strategy, pricing, financial and statistical information, identity of suppliers, software, systems, processes, formulae, inventions, discoveries, policies, guidelines, procedures, practices and employees, contractors, or customers. **Client Materials:** Any content, text, trademarks, logos, photos, graphics, videos, advertisements, information, and other materials provided or identified by the Client.

SERVICES. In most cases, but not all, Revivify Marketing will provide the Client with a Proposal that includes a list of Services Revivify Marketing expects to provide at the time. By signing and returning this Agreement, the Client is submitting an offer to obtain the Services pursuant to the terms and conditions of the Proposal, this Agreement, and all applicable Revivify Marketing policies and guidelines. Services provided to the Client may include, but are not limited to: search engine optimization ("SEO"), link-building ("LB"), social media marketing ("SMM"), pay-per-click management ("PPC"), reputation management, conversion rate optimization ("CRO"), web development, web maintenance, and design. Unless explicitly stated otherwise in writing, any and all Services provided by Revivify Marketing will be subject to this Agreement. It is important to note that Revivify Marketing is providing its Services to multiple Clients and that such Services are not exclusive to the Client.

Initials _____

PRICING/ACCEPTANCE

SCOPE OF WORK. In most cases, but not all, Revivify Marketing will provide the Client with a Proposal that includes a list of Services Revivify Marketing expects to provide at the time. By signing and returning this Agreement, the Client is submitting an offer to obtain the Services pursuant to the terms and conditions of the Proposal, this Agreement, and all applicable Revivify Marketing policies and guidelines. Services provided to the Client may include, but are not limited to: search engine optimization ("SEO"), link-building ("LB"), social media marketing ("SMM"), pay-per-click management ("PPC"), reputation management, conversion rate optimization ("CRO"), web development, web maintenance, and design. Unless explicitly stated otherwise in writing, any and all Services provided by Revivify Marketing will be subject to this Agreement. It is important to note that Revivify Marketing is providing its Services to multiple Clients and that such Services are not exclusive to the Client.

ONLINE MARKETING. Revivify Marketing will engage in online marketing activities that may include, but are not limited to:

1. **Design Concept.** Client chooses Layout, color scheme and any add-on features with Revivify Marketing consultant. Upon signing the website development agreement, the initial deposit as specified on the pricing page will be collected. Layout includes specified options: one (1) homepage, one (1) contact page, and a maximum of ten (10) content pages. For every page beyond those included, an additional amount will be added as specified in the add-ons section of the statement of work. (See add-on page for prices on custom functions and pages such as forms and additional page types.)
2. **Project Phases**
    - **Phase 1** – Website design and layout for overall look and feel, namely header, footer, home page, colors/tones.
    - **Phase 2** – Upon completes of the design phase, content (including text and images) will be added to the site as defined in the scope of work. Forms and other functions of the site will be configured as defined in the scope of work.
    - **Phase 3** – Site will be prepped for launch. Upon receipt of final payment, site will be launched to the hosting server of the Client's choice.
3. **Client Responsibilities –** Revivify Marketing's ability to complete work is predicated on the Client's ability to provide the following in a timely manner:
    - **Photos** – Photos, logos and other graphic images
    - **Text** – Whether provided by the Client or contracted out to Revivify Marketing, all content must be provided or approved of by the client.
    - **Payment** – According to the Payment Terms
4. **Additional Expenses** – Purchases of client requested fonts, images/graphics, or specific software or website modules are the Client's responsibility.

Initials _____

PRICING/ACCEPTANCE

DISCLAIMERS. Client acknowledges that overwriting, modifying, deleting Services performed, or using deceptive website practices after the site is launched and in Client's ownership may result in complications in function and/or design. Frequent server outages, DNS errors, certain security settings, spider blocking software, third-party applications or plugins, invalid website links, inaccessible content or other related items may also be damaging to search engine rankings. Unless stated explicitly in writing, Revivify Marketing is not responsible for technical updates, browser compatibility, security, maintenance, software conflicts, structural fixes, and/or issues related to the Client's Web Properties. While Revivify Marketing may investigate and fix functional problems, Revivify Marketing is not responsible for ongoing help. Software issues related to errors as a result of the Client or a Third Party updating software or introducing additional software to the site may result in additional fees to compensate Revivify Marketing for time in restoring the website and removing errors.

INTELLECTUAL RIGHTS. The Client guarantees that the information and materials furnished to Revivify Marketing do not infringe on the intellectual property rights, including any copyrights, trademarks, trade secrets, right of privacy, or right of publicity, of any person and that any Client Materials or other materials furnished to Revivify Marketing are owned by the Client, or that the Client has permission from the rightful owner to use each element(s).

AUTHORIZATION. The Client authorizes Revivify Marketing to use images and content provided in fulfillment of these Services. The Client grants Revivify Marketing a royalty-free right to list, reference or other identify Client as a client of Revivify Marketing in advertising and marketing.

CONFIDENTIALITY. Both Revivify Marketing and the Client acknowledge and agree that services provided will create an exchange of "Proprietary Information". Both parties shall keep the "Proprietary Information" in confidence and shall not, at any time during the agreement or for a period of not less than five (5) years after the term of this Agreement, without prior written consent, disclose or otherwise make available to anyone, either directly or indirectly, all or any part of the "Proprietary Information". Excluded from the "Proprietary Information" definition is anything that can be seen by the public in any advertising medium or channel prior to the Client's engagement of Revivify Marketing. The Client shall not disclose the terms or conditions of this Agreement, including the Proposal, to any third-party, except to its professional advisors under a strict duty of confidentiality or as necessary to comply with a government law, rule or regulation. Revivify Marketing shall not, at any time, without the prior written consent of the Client, disclose to any third-party confidential information excluding agents, contractors, servants, officers, employees, and affiliates of Revivify Marketing. It is important to note that Revivify Marketing records and monitors certain emails and electronic chats, and may disclose any Client information as necessary to satisfy the law, or to protect itself, or others to which Revivify Marketing may owe any duties.

Initials _____

PRICING/ACCEPTANCE

SECURITY. The Client shall be solely responsible for securely maintaining any user names, passwords and other account information. Revivify Marketing may follow the instructions of any person who represents he/she is authorized by the Client to use or make any changes to any Client accounts. Revivify Marketing shall have no liability to the Client for any unauthorized use of the Client's account. The Client agrees to keep full and complete daily backups of its own Web Properties. The Client shall be solely responsible for replacement of lost information should the need arise.

JURISDICTION. This Agreement shall be governed by and construed in accordance with the laws of the State of Idaho. Exclusive jurisdiction and venue shall be in the Idaho State Courts located in Bonneville County, Idaho, United States of America. All litigation shall be conducted on an individual (and not a class-wide) basis. The Client expressly acknowledges and agrees that this Agreement prohibits the Client from commencing legal proceedings as a representative of others or joining in any proceeding brought by any other person or entity. It is expressly agreed that the United Nations Convention on Contracts for the International Sale of Goods shall not apply to this Agreement.

ENTIRE AGREEMENT. This Agreement constitutes the entire Agreement between the parties, and terminates and supersedes all prior understandings and agreements on the subject matter hereof. There are no representations, warranties or agreements, either express or implied, or oral or written, except as set forth in this Agreement. No modification of this Agreement shall be valid unless made in writing and signed by the Client and an authorized officer of Revivify Marketing. For purposes of this Agreement, authorized officers of Revivify Marketing shall be the President, Chief Executive Officer, and Chief Financial Officer. All changes and additions made to this Agreement, by the Client, whether written-in or provided in a separate document, email, or addendum, will not be enforceable, nor will they be accepted as part of this Agreement. In the event the Client returns this Agreement with any deletions, modifications, and/or additions, Revivify Marketing will not be obligated in anyway by the changes, but will otherwise accept this Agreement as it is, in its original form. Further, the Client hereby represents and warrants that the information provided and used for Services shall be truthful and accurate.

By signing below, Client acknowledges that they have read and understand this Agreement. Client agrees to be bound by the terms and conditions of this agreement. This Agreement may be signed and delivered by electronic transmission or facsimile transmission." The Client agrees that the signing and delivery of this Agreement by electronic or facsimile transmission shall have the same force and effect as delivery of original signatures and that each party may use such electronic or facsimile signatures as evidence of the execution and delivery of this Agreement by all parties to the same extent that an original signature could be used.

Signature _____ Printed Name _____ Date _____