

# Web Design

For:

**Your Organization Name**

Prepared By:



Date: <Today>

## Related Proposals for Reference

- [SEO Proposal PDF](#)
- [Google Ads Proposal PDF](#)

## Introduction

---

The following information in this document covers represents a good faith agreement between PalmettoSoft (PS) and the customer.

### Our Goal

Our immediate goal is to create a professional website which represents your organization and its services/products at the highest level. It should enhance your credibility as well as branding.

### About Us- Quick Tidbit

PalmettoSoft was established in 2005 and we have served over two hundred SEO customers. Many of our clients have been with us for a very long time- and we **don't use contracts to lock our customers in.**

### Learn More About Our Web Design Philosophy

- [Web Design Process](#)

**Subject Matter Experts:** We also hold top organic Google positions for many national search terms like "[SEO Process](#)" and "[Google Ads Process.](#)" On a continual basis, we periodically create subject matter expert (SME) content and Google acknowledges that by rewarding us with the highest national and global rankings.

**Takeaway:** PalmettoSoft has cracked the Google ranking algorithm. We have done this through experience, reverse engineering, intuition and research.

In addition, we are highly ranked for many local city and state terms such as [South Carolina SEO](#), [Charleston SEO](#), [Greenville SEO](#), [Columbia SEO](#) and [Myrtle Beach SEO](#).

Can we do SEO at a high level? **Absolutely.**

The question is not “can we?,” but **“How can we help your business?”**

## Expectations & Assumptions

---

- Establish and maintain strong communication system with client
  - 24 or less turnaround times on emails
  - Work managed through a web based project management tool
  - Organized and structured communication
  - Friendly attitude and demeanor of all personnel
- PalmettoSoft will deliver a white glove level service
- Our fees are inline with the industry

## Project Goals

---

- Design a user-interface that allows users to navigate easily and quickly
- Depending on project size; can be done in 90 days or less
  - Highly dependent on timely and frequent client interaction
- Create a site that targets the appropriate audience
- Complete to specifications- on time, on budget
- Features up to date technology
- High usability.

## Website Structure & Technical Notes

The below section should be as detailed as possible to match both developer and customer expectations.

#	Page Name	Description of Work and Notes
1	Home	
2	About	
3	Experience	
4	Gallery	
5	What We	Ex. This is a hover over menu and NOT a main page
6	Commercial	
7	Hospitality	
8	Healthcare	
9	Residential	
9	Contact	

## 10 Step Web Design Process & Schedule

Campaign Setup	Start	End
<b>Gather Requirements</b> Understand scope, expectations, budget range and customer requirements	10/3/22	10/7/22
<b>Proposal</b> Size/scope, expectations, assumptions, terms/conditions, schedule/timeline and fees are documented in a written agreement	10/10/22	10/13/22
<b>Navigation Summary</b>	10/14/22	10/18/22

<p>Create navigation structure of the website to include main pages and sub pages. <i>Change Orders (COs) can begin at this time. COs reflect a change in the scope (i.e. new work) of the project from the client side and they affect the timeline, budget and expectations of the project.</i></p>		
<p><b>Wireframe</b> The wireframe is a not-to-scale set of black and white blueprints much like an architect would create before a house is constructed.</p>	10/19/22	10/31/22
<p><b>Content Collection</b> All copy, images, videos, links, PDFs, etc. are collected. This information is specified in the wireframe.</p>	11/1/22	11/18/22
<p><b>Project Timeline</b> Development schedule is determined once the above steps are complete</p>	11/21/22	11/21/22
<p><b>Mockup Design</b> Create mockup design based on client meetings, wireframe and collected content</p>	11/22/22	11/30/22
<p><b>Development</b> Buildout of website and internal testing</p>	12/1/22	12/13/22
<p><b>Prototype Submission</b> Send the beta website (rough draft version) to the client.</p>	12/14/22	12/16/22
<p><b>Launch</b> Upon client approval, migrate new website from test server to live server</p>	12/20/22	12/20/22

## Fees and Duration

---

<b>Total Fee</b>	<b>\$0000</b>
<b>Time Duration</b>	<b>90 days or less</b>
<b>Due Date</b>	<b>12/20/22</b>
<b>*Cost Overrun Date</b>	<b>12/30/22</b>
<b>*Cost Overrun Fee</b>	<b>\$15/Per Business Day</b>

## Cost Overrun Fee

---

### Cost Overrun Fee Explained

If the project is not completed by Due Date (above), a Cost Overrun Fee of \$15/Per Business Day will be added to the project. This fee will:

- The fee will be in addition to the financial terms in this agreement.
- Run uninterrupted until the project has been accepted by the client.
- The client will be invoiced for this fee at the beginning of the month for the previous month. They are expected to pay it in full.
- If PS has caused the project to be late due to any form of vendor side negligence, then a renegotiation of fees can be had between both parties.

**Purpose of the Cost Overrun Fee-** The purpose of the Cost Overrun Fee to accomplish (2) important goals:

- Protect PalmettoSoft from financial loss due to client-side delays.
  - Example: Increased administrative and management costs
- Motivate the client to get their project done in a timely manner.
  - Example: Timeliness of client approval and/or feedback during the life of the project.

## 90 Day Warranty

---

<b>90 Day Warranty</b> Begins upon website launch date	12/21/22	3/20/23
---	----------	---------

PalmettoSoft offers a 90 day warranty on website development from the day the website goes live.

This warranty provides assurance that the website software and displayed content will meet all the latest “best practice” functionality requirements and updates.

This warranty also covers any bugs due to technical errors reported to PalmettoSoft within 90 day of the website going live. Any such bugs reported within the time period will be quickly fixed at no additional charge.

### Issues not covered under this warranty

- Website hosting downtime and other server-side temporary “500-type” errors
  - Client will have their own hosting plan with 3rd party provider
- Automatic code update by hosting companies (ex. PHP and MySQL)
- Site errors due to change in domain nameservers
- Slow site loading due to hosting bandwidth limitation (hosting package)
- Code conflict/error due to Content Management System (CMS) version upgrades done by the client or any 3rd parties
- Site errors due to incompatibility of any installed 3rd party apps/software
- Malware/virus/hack
- Backup/restore errors