

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

#	Page Name	Description of Work and Notes
1	HOME	
2	ABOUT US	
3	MARKET WE SERVE	
4	Healthcare	
5	Oil & Gas	
6	Agriculture	
7	PRODUCTS	
8	Catholyte Cleaner	
9	Hydrolyte Disinfectant Solution	
10	Hospital Disinfectant Solution	
11	Surface Disinfectant Sanitizer	
12	Eco-Friendly Disinfectant Cleaner	
13	ANOLYTE	
14	HOCL MANUFACTURE	
15	Hypochlorous Acid Bulk Electrolyzed Water	
16	NEWSROOM	Ex. This is a hover over menu and NOT a main page
17	Podcasts	
18	Press Releases	
19	Videos	
20	Industry Articles	
21	INVESTOR RELATIONS	
22	Financial Filings	
23	CONTACT	

10 Step Web Design Process & Schedule

Campaign Setup	Start	End
Gather Requirements Understand scope, expectations, budget range and customer requirements	10/2/23	10/5/23
Proposal Size/scope, expectations, assumptions, terms/conditions, schedule/timeline and fees are documented in a written agreement	10/6/23	10/10/23
Navigation Summary 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>	10/11/23	10/13/23
Wireframe The wireframe is a not-to-scale set of black and white blueprints much like an architect would create before a house is constructed.	10/16/23	10/31/23
Content Collection All copy, images, videos, links, PDFs, etc. are collected. This information is specified in the wireframe.	11/1/23	11/17/23
Mockup Design	11/20/23	11/30/23

Create mockup design based on client meetings, wireframe and collected content		
Development Buildout of website and internal testing	12/1/23	12/13/23
Testing Internal testing of the website by an independent tester. This information is then sent to the development team for fixes.	12/14/23	12/18/23
Prototype Send the beta website (rough draft version) to the client. During this time, the client needs to also vigorously test their new website.	12/19/23	12/22/23
Launch Upon client approval, migrate new website from test server to live server	12/25/23	12/25/23

Fees

<p>*Total Fee</p> <p>*50% due to start</p> <p>*50% due before the launch of website</p>	<p>\$0000</p>
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