

Website Design Proposal: HydraFoldAugers.com

About My Services,

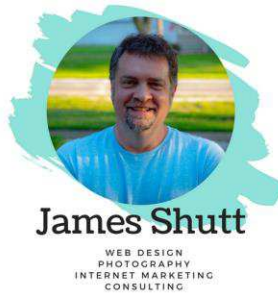
Custom Designed Responsive Theme

You will have a custom design for your website that uses HTML5 (Responsive Code).

Many websites now require responsive website design. Responsive design means that a website is designed for functionality on desktops, tablets and mobile devices. With over 232 possible screen sizes, it isn't difficult to understand why responsive design has driven the high end of website cost upwards. The necessity of having a website with responsive design is one reason for the widening gap between the highest and lowest possible costs for a website.

Google started giving better rankings to websites that are responsive starting April 21st 2015, and now require website to be mobile optimized. If your website is not responsive google may drop your rankings which means less traffic to your website.

Although responsive design has driven the high end of website pricing up about 20%, it is definitely not something that most websites can afford to skimp on. Websites priced at the higher end of the cost scale due to responsive design needs may spend more money, but they are also able to adjust their website design and functionality to provide better visitor experiences on tablets and mobile devices. This ensures



that their visitors experience their website smoothly and efficiently, increasing their potential for reoccurring customers.

✓ This is included in your project.

Number of Pages

The number of pages a website holds has to do with the amount of time spent on each page. Typically for each additional page, more thought goes behind the entire process as to how it should be built. This means the more pages you want on your website, the more expensive it will be.

✓ *10-12 Pages with responsive design for your project

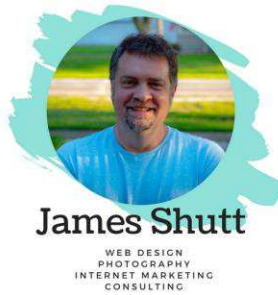
Copywriting # of Pages

This also goes back to the number of pages your website has. The more pages it will have the more copywriting it will need and the more time I will spend building it out. Most of the copy will be taken from the existing website and corrected sheets sent to me.

✓ *10-12 Pages

SEO

As an internet marketer, I also want your website to be fully optimized for search engines. I have several different stages for search engine optimization and several different packages for that as well. The price of this part of your new website will directly reflect the number of keywords your company and website want to rank for.



✓ **Included Onsite Basic SEO** – Site is made to rank for:
Hydra Fold, Hydra Fold Auger, Hydra Fold Auger Loda Illinois

* You will rank for other keywords too because of the way your website is built and optimized.

** If you would like your website to come up for other keyword phrases please let me know.

Flash or Multimedia

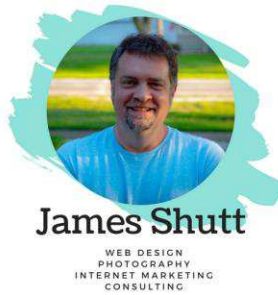
If you desire to have that flashy and eye-catching demo for your website or you just want an interesting header, I can help! Again, it is all up to you as far as how fancy you want to get!

✓ Slide Show included in your project

Database Integration

Now things are starting to get a little complicated. Websites that have database integration tend to have a lot more things that can go wrong. Database integration can lead to some really cool additions to your website, but a portion of the website cost depends on how much development goes into creating this section. Again, this element of your website might be extremely important to your business and will be needed during the developmental process.

✓ Basic MySQL Database Integration included



- ✓ Contact form database driven (Gravity Forms) included

Content Management System (CMS)

A CMS is something that will allow you or your employees to edit information on the website without having to edit any of the code or mess with any of the files I put in place for you. It makes it extremely easy for you to adjust the little things here and there just in case you need to add something later on or if you want full control of what is shown on your website.

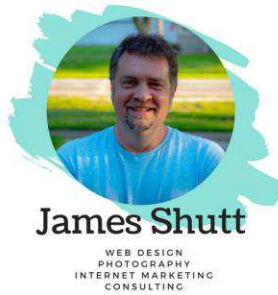
- ✓ Included in your project

E-Commerce Functionality ~ Optional

E-Commerce is another moving part for websites that might require a major portion of overall design and development to make it functional. There are a lot of elements that contribute to E-Commerce that will influence the overall cost of your website. It isn't easy to put all of these pieces together, but I can help you get shoppers on your new website as quickly as possible.

Membership Area: ~ Optional

This can be done in your web domain or we can set up a private web group inside Facebook to meet your needs.



Social Web Integration: ~ Optional

This can include setting up social media accounts and creating videos and posts for your social sites. All social media will be tied together and point back to your main website.

APP's for smart phones ~ Optional

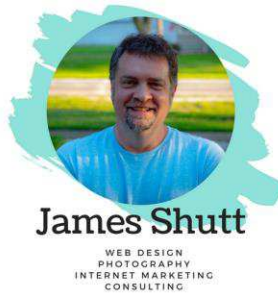
A smartphone app is a great way to stay in touch with your customers. You can have the ability to send out an offer to your customers and they will be notified immediately on their smart phone with a push notification.

Promotions ~ Optional

I can set up PPC and Facebook ad campaigns to drive traffic to your website immediately if needed. As an online marketer I keep up with the newest ways to drive website traffic to your pages and generate paying customers.

Business Directory Listings ~ Optional

You may not know this but your business has hundreds of listings across the web. This service will make sure your listings are correct and point back to you. This is a very time-consuming project but it really helps bring your rank in the search engines up. I offer a free web audit to look at where your business stands and what improvements should be made.



Online Customer Reviews ~ Optional

Your potential customers like to know who they are doing business with and having customer reviews on your website is a great way to keep a potential customer on your website and give you a call because they like what other people are saying about your business.

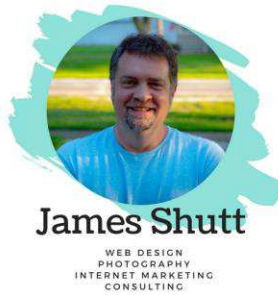
Service: Domain Name – ✓ You already own and manage your domain name

Your website's domain name is the unique name that appears in the URL for your website. It's kind of like your online fingerprint. It is specific to you. Although other websites may have domain names similar to it, your domain name is yours alone. However, to get the rights to your domain name, you have to register it annually.

Your domain name is important because it creates an online identity for your website. Having a domain name establishes credibility with site visitors and potential customers. It is also important because if you even change your Web host your domain name will go with you. Lastly, your domain name is important because it expands your opportunities for online advertising, which has become more necessary for attracting traffic to today's website.

Service: Web design and graphics development time

The design and graphics that make up your website are incredibly important because they can either cause a site visitor to stop and look at your site, or bounce to the next one. You want an excellent site design with high-quality images and graphics to go with it. Developing these aspects of your website can be a bit time consuming but they are well worth it to give your website the best design possible.



At this point most of the images would be taken from your existing website and brochure then formatted to use on the new website. I also do photography and we can take new digital images if needed.

Service: Hosting

Hosting is simply the service that allows your website to be accessed by other internet users. A web host will provide space on its server for your website, allowing people around the world to view it.

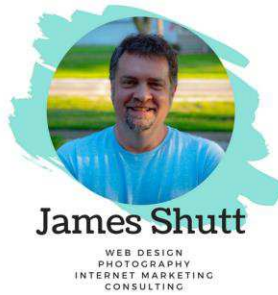
Hosting is important because the quality of host your website relies on can affect page loading time, the tech support you receive if your site crashes and the ability of your website to expand in the future. To put it simply, your hosting provider has a huge impact on how your website functions. Although free hosting services exist, their tech support (if they supply any at all) will not be as good as paid hosting services.



* You have hosting currently.

* I can host your site with my other clients on my reseller hosting account if you choose to have me do your web management services.

You would have your own control panel and access, and a higher level of security from Malware and other online threats. See options below.



Service: [Web site Maintenance](#) ~ Optional Cost: \$15 per week

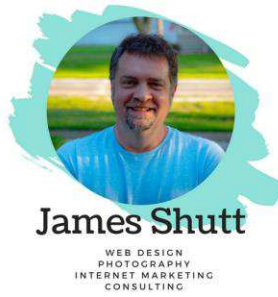
Website maintenance is highly recommended. Website maintenance is the entire process involved in updating and managing a website once it is online. This includes ensuring that your website's hardware and software are working well and that your site is up to date with the latest products and features.

Site maintenance is important because it affects how interested your visitors are in your site, it allows you to maintain, or possibly improve, your search engine rankings and it essentially keeps your website functioning. You need to be willing to spend the money to maintain your website after it launches, or else your site will likely fall into disarray, let alone have any chance of ranking on search engine results pages.

If your website and hosting are not maintained properly, you put your website security at risk and there is a chance someone with malicious intent could damage or take down your website, or inject scripts to infect visitors that come to your website. Everything [included in weekly maintenance](#) are as follows:

[Weekly software updates](#): I log in to your website at least once a week to make sure all software is up to date and running properly. If you choose to host your website with me, I log in to the hosting account to make sure all scripts and software are current at least once per month, unless I get a notification to update sooner.

[24/7 website monitoring](#): I set up alerts to notify me if one of my client's websites goes offline, I will know within 5 minutes and receive a SMS text message and email alerting me to the problem so I can fix it immediately.



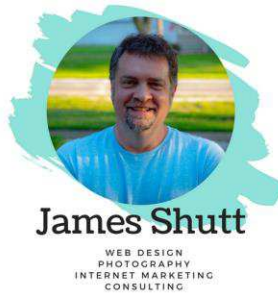
Link Checking: I set up alerts to notify me if one of my client's websites external links goes offline.

Reputation Monitoring: I set up alerts to notify me of anything posted online that includes your business name and your web domain. If I receive any negative information, I forward it on to you immediately.

Added Security: I add extra levels of security to your website to reduce risks of malicious attack and monitor unusual traffic to your website, and block the traffic if it is malicious.

Extra Website Modifications: This also includes up to 2 hours of time for website modifications and consultation for your website throughout the year at no extra cost.

Immediate access to me: You will be able to call, text or email me with your questions and you will have my priority support from me. You will have my personal contact information to make it easy as possible to reach me.



Below please find the “industry” averages for time and cost of projects similar to your project:

Industry Averages:

Informational or Small Business Web Site Cost:

- 8 to 16 Web pages
- Custom graphics
- Stock photos
- Little or no flash
- Web forms sending to email accounts

Project duration: 30 to 75 days (**not assuming a consistent 8 hour a day**)

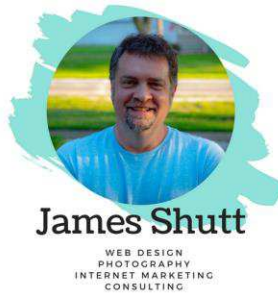
Non Responsive Design - Web site cost range Industry Average: **\$2,000 to \$6,000**

Database Driven Web Site or Web Application:

- Dynamic Web pages 20 to 2,000
- Administrative control panel for web site management
- Advanced programming skill sets required
- Interactivity with web site visitor
- Enterprise database (MS SQL Server or **MySQL**)

Project duration: 90 to 180 days

Web site cost range Industry Average: **\$6,000 to \$35,000**



Cost Estimate: HydraFold Auger Web Design Project Proposal

12/19/2018 My hourly rate is: \$125 per hour

Design Responsive Website with 10 – 12 pages

Pages take 1 – 1.5 hours each to build \$1250 - \$1875

Design Responsive custom theme for website: 1.5 hours

Design logo to match print form logo 1 – 2 hours

Contact Form Gravity Forms License: \$39 yearly.

Maintenance only: \$780 per year ... Only \$15 per week.

Photography is available if needed

*Hosting on my server \$240 per year... \$20 per month (*All of my hosting clients must have the maintenance plan)

Here are the current pages I have listed for your website:

Home page

Our Story (about us)

Hydra Fold Auger

–Gravity Box

–Truck Auger

Telescoping Spout

Adjustable Hopper

Auger Mate

Grain Bin Unloading Unit

Little Toy Wagon

Contact Us (Gravity Forms)

Privacy – Legal pages * Your website should really have this page

*Sitemap: * Your website should really have this.

Thank you for considering me for all of your website design and promotional needs. If you have any questions or need to discuss anything please contact me. To continue this project with me please contact me so we can move to the next phase of the project found here:

<https://jamesshutt.com/client/hydra/>

James Shutt Ph./Text 309-533-3400