

AGENCY 109

W E B  
D E S I G N  
P R O P O S A L

<i>Date</i>	07/18/2018
<i>Client</i>	
<i>Site</i>	URL TO BE DETERMINED
<i>By</i>	AGENCY109.COM
<i>Contact</i>	HELLO@AGENCY109.COM

# DESIGN BRIEF

## CLIENT NAME

### CLIENT

### DATE

July 18th 2018

### PROJECT DESCRIPTION

Create a website for this new auction company and vendor in the industrial equipment space.

### PROJECT GOAL

Goals for this website are to position Client Name as a leader in the industry, providing equipment auction services and sales; provide an easy-to-navigate interface for customers to search listings and take advantage of purchase opportunities; become the go-to resource for industry auction and asset information.

### CONCEPT

Client has provided examples of competitor websites that they feel would meet their needs:

\*\*\*\*\*

Our plan will be to build a user-friendly website that incorporates crucial elements of both sites, while clearly standing apart as a modern, and better, alternative.

Website sections will be optimized for SEO, and cohesive in look and feel. The website will integrate the auction listing database plug-in provided by client for ease of inventory management.

### INCLUDED

WordPress installation and setup.

Site designed on the Divi framework + Divi license.

Standalone pages: Homepage, Privacy, Terms, Guarantee, Contact, Calendar, Blog.

Sections: Buying, Selling, Why Us, Resources, Platform Solutions.

Each section includes up to 3 pages or 15 pages spread across sections; additional pages created at \$200/page.

Integration of client-provided plug-in, including two hours Agency 109 utilizing plug-in tech support if necessary for integration - client pays direct support cost, if any; additional time with plug-in support provider will be billed at \$50/hour + any direct support cost from plug-in provider.

Links to social media and any applicable client sites.

Weekly backups, anti-spam technologies, and 12 months of tech support (up to 3hrs per month).

### TIMELINE

Client has expressed the desire to have the website project complete within 60 days from initial design approval.

We project 3 weeks to create three design mockups to choose from and then 3 weeks to add content, and edit as necessary for SEO.

### OBJECTIVE 01

Create a robust website for the auction company that positions this company as a serious contender in the industry.

### OBJECTIVE 02

Allow visitors and customers to browse auctions and inventory and make bids and purchases.

### OBJECTIVE 03

Build the website on a secure framework that requires minimal ongoing support.

## WHAT WE DO CAPABILITIES



WEB DESIGN



GRAPHIC DESIGN



RESPONSIVE  
DESIGNS



SEO



ON-PAGE COPY



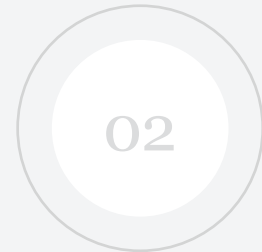
HOSTING

## HOW WE DO IT PHASES



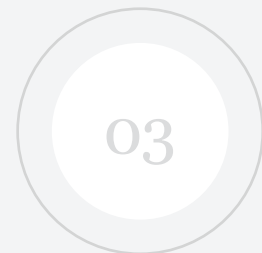
PHASE ONE

We will send you documents we need you to fill out so we can get started. We'll provide you a basic roadmap of the site flow.



PHASE TWO

We will design three sets of mockups. We'll move forward to development with the one you prefer.



PHASE THREE

This phase is entirely dedicated to developing your website, adding content, and optimizing for Google. You'll be able to view the site on our test server and provide feedback before we go live.

## PRICING

A white rectangular card with a thin black border is centered over a background image of a white keyboard and a patterned surface with orange paper clips. The card contains the text "\$5000" in a large, dark teal serif font, and "BASE PACKAGE" in a smaller, dark teal sans-serif font below it.

\$5000

BASE PACKAGE

Includes pages, auction plugin setup, social media account links, and links to any external client sites.  
Three rounds of design revisions.

Email Marketing Service Provider integration and setup to build an email list of potential buyers.

A white rectangular card with a thin black border is centered over a background image of a desk with a pen, a feather, and a cup of coffee. The card contains the text "\$200" in a large, dark teal serif font, and "EMAIL ADD ON" in a smaller, dark teal sans-serif font below it.

\$200

EMAIL ADD ON

A white rectangular card with a thin black border is centered over a background image of a desk with a laptop, glasses, and a pen. The card contains the text "\$350/mo" in a large, dark teal serif font, and "SUPPORT ADD ON" in a smaller, dark teal sans-serif font below it.

\$350/mo

SUPPORT ADD ON

Monthly maintenance and tech support, up to 3 additional hours, plus daily website backups.

### NOTE

All pricing reflects a 50% discount due to previous relationship with the client.

# TERMS AND CONDITIONS

Full terms and conditions will be provided in the contract should client decide to move forward. Here is an overview of what you can expect.

## 01 QUOTE

The quote is valid for 30 days from issue date. These figures are estimates. The final amount payable will be indicated on our invoices issued in the course of this project, taking into account factors including rush fees, expenses paid on your behalf, and any changes to the project scope. If there's no agreed change to the project scope, the final amount will not differ from our estimate.

## 02 PAYMENTS

For work to commence a 50% non-refundable deposit is required. The quotation attached does not cover any work that has to be rushed ahead of the project schedule, or work outside the project scope that is to be executed on a rush basis. Rush work means work that you request us to complete within one (1) week of your request.

## 03 SUPPORT

Your site will be backed up every week for sake of easy restoration. You will receive post-launch email support to assist with anything that may arise. Our tech support add on does not include cleaning up any issues after a hack, nor does it include fixing the auction plugin should the auction plugin break.

## 04 COPYRIGHTS

Upon payment of all our outstanding invoices we assign to you all right, title and interest in the trademark (except our rights against false attribution as authors). In exchange, you grant us a royalty-free and permanent license to use representations of the designs and taglines as a sample of our past works should we so choose.

## 05 MATERIALS

You are responsible for providing any brand assets, images, auction plugin, videos, and text content needed to complete the project. Delays in receiving the content may result in delays in completing the schedule. You are also responsible for providing server access in order to send the site live.

## 06 CANCELLATION

You may cancel at any time. Any deposit that has been made will not be refunded as is deemed payment for services already rendered. Cancellation does not affect any benefit or right that you or we become entitled to beforehand. Regardless of cancellation, you will pay us for any outstanding invoices.