



# Website Design & Development Proposal

**Prepared for:**

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# Our Proposal

Finding the perfect web development partner can be challenging, and we appreciate your decision to collaborate with Option Designs for your web design and development project. Our dedicated team of professionals is committed to meeting your needs and exceeding your expectations. Based in our Gurgaon office, our web developers and designers bring years of hands-on experience to the table.

With a track record of successful projects spanning worldwide, We understand the details of different areas and are excited to start this journey with you. Our Proposal showcases some of our finest work, detailing our collaborations with different companies and the diverse web development projects we've undertaken. If you believe we align with your requirements and choose to entrust us with your project, simply sign the Proposal on the final page and send it back to us. We look forward to the opportunity to work together.

Thank you very much for considering our offer!

Option Designs

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# About Us

INSPIRING DISRUPTIVE IDEAS THAT DELIVER SEAMLESS BRAND EXPERIENCES YOUR CUSTOMERS WILL LOVE!

The open strategy and creative process that Option Designs promote encourages collaboration between in-house creatives and corporate goals. We have specialized teams for each client and project, allowing us to develop smart, compelling concepts and tactics regardless of the brand or task. The essence of Option Designs' workplace culture involves having fun while working. Option Designs has a team of enthusiastic young geeks that don't only make ads, and aim to present solutions that communicate the idea embodied by the brand without adding complexity to your message.

At Option Designs, we deliver brand ideas and strategies that are meaningful and customer-centric. Our approach to growth strategy begins with understanding the needs of your prospects, and capturing opportunities that unlock value and equity for your brand. Our deep understanding of the new-age digital media enables us to expedite your brand purpose with precision, imbibed in visual communication with decisive messaging.

We are never afraid to fail if this will lead us to learn something new and expand our professional and personal horizons.

We believe that communication is crucial for the successful completion of our projects. This is why we listen carefully to our clients and we welcome their feedback on every stage of the web development process.

Our project managers will be available to discuss your questions and suggestions at any time, via phone, email or in person in our office at (office address).

# Project Scope / Website Work Scope

The new website we'll build for the Century Prowud will allow you to reach a wider audience and will present the value you bring to your clients in a modern and more engaging way. The organic traffic to the website will increase, which should improve your conversion statistics.

Option Designs has extensive experience with companies from your industry, which puts us in a position where we can bring much more to your project than any other web development agency.

## **Complete redesign and development of our website, including a modern and responsive design.**

**Redesign:** Enhance the visual appeal and user experience of the website through a modern and engaging design.

**Description:** This involves revamping the current look and feel of the website to make it more visually appealing and user-friendly. Incorporating modern design elements and ensuring a seamless navigation experience will be prioritized.

**Responsive Design:** Implement a responsive design to ensure optimal viewing and interaction across various devices.

**Description:** The website will be developed to adapt and function effectively on different devices such as desktops, laptops, tablets, and smartphones. This guarantees a consistent and user-friendly experience regardless of the device used.

**Development:** Undertake the complete development of the website, ensuring functionality aligns with business goals and user expectations.

**Description:** This involves coding and programming to bring the redesigned website to life. The development process will focus on incorporating features and functionalities that align with the business objectives and meet the needs of the target audience.

## **Integration of essential features and functionalities such as a blog, contact forms, and social media integration**

**Blog Integration:** Implement a blog section to provide regular and relevant content updates, enhancing engagement and SEO.

**Description:** This involves setting up a blog page on the website where informative and engaging articles can be published. The design and layout will be tailored for easy navigation and readability, encouraging user interaction.

**Contact Forms:** Integrate user-friendly contact forms to facilitate easy communication between visitors and the website owner.

**Description:** Strategic placement of contact forms on the website will allow users to easily reach out for inquiries or feedback. The forms will be designed to capture essential information while ensuring a seamless and secure submission process.

## **SEO optimization to improve our online visibility**

**Meta Tag Optimization:** Optimize meta tags, including title tags and meta descriptions, to enhance search engine performance.

**Description:** Crafting compelling and keyword-rich meta tags helps search engines understand the content of each page. This optimization improves click-through rates and positively impacts the website's search engine ranking.

**Image Optimization:** Optimize images for faster loading times and include descriptive alt text for improved accessibility and search engine recognition.

**Description:** Compressing and properly labeling images not only improves website speed but also provides search engines with additional context. This contributes to a more comprehensive understanding of the site's content.

**Mobile Optimization:** Ensure the website is optimized for mobile devices to provide a seamless and user-friendly experience for mobile users.

**Description:** With an increasing number of users accessing websites via mobile devices, optimizing the site's design and functionality for smaller screens is crucial. This includes responsive design, mobile-friendly navigation, and quick loading times.

**Page Load Speed Optimization:** Optimize the website's loading speed to improve user experience and satisfy search engine algorithms.

**Description:** Compress images, leverage browser caching, and minimize unnecessary code to reduce page load times. Faster-loading pages contribute to better user satisfaction and improved search engine rankings.

**Internal Linking:** Incorporate relevant internal links throughout the content to guide users to other pages on the website.

**Description:** Internal links not only assist users in navigating the site but also help search engines understand the structure and hierarchy of content. Use descriptive anchor text for a better understanding of the linked content.

**User-Friendly URL Structure:** Create clean and descriptive URLs that are easy to read and understand.

**Description:** Optimize URLs to include relevant keywords and provide a clear indication of the page's content. Avoid long and convoluted URLs, as simple structures are more user-friendly and favored by search engines.

**Schema Markup:** Implement schema markup to provide search engines with additional information about the content on the page.

**Description:** Schema markup enhances the display of search engine results by providing context about the content, such as reviews, ratings, and product information. This can lead to higher click-through rates.

**SSL Certificate (HTTPS):** Ensure the website has an SSL certificate to establish a secure connection, which is now a ranking factor for search engines.

**Description:** An SSL certificate encrypts data transmitted between the user's browser and the website, ensuring secure communication. Websites with HTTPS are preferred by search engines and inspire trust among users.

**Social Sharing Integration:** Include social sharing buttons to encourage visitors to share the content on their social media profiles.

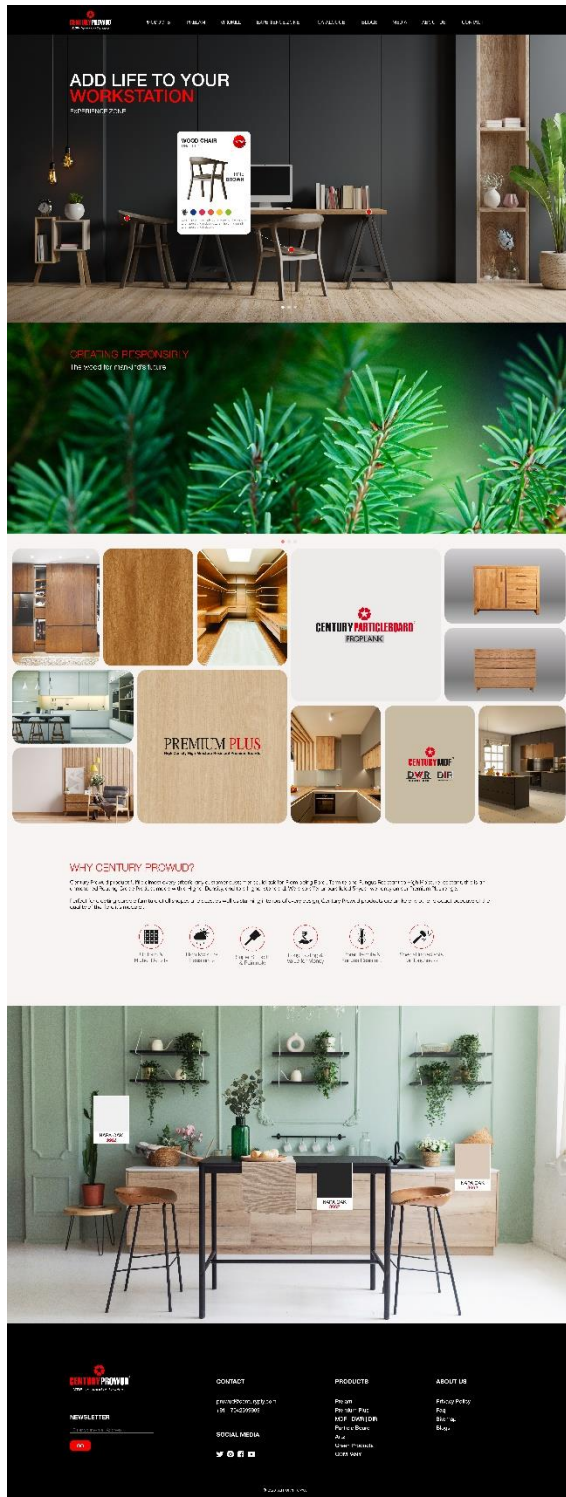
**Description:** Social signals, such as shares and likes, can indirectly impact search engine rankings. Make it easy for users to share your content, expanding its reach across social platforms.

The objective is to enhance the website's functionality by integrating these key features, promoting user engagement, and facilitating effective communication with the audience.

## **Ongoing support and maintenance option**

Details Mentioned after website development proposal

# Website Reference





## Our Technology Solution

As we specialize in website development with WordPress, we suggest that your website is built with that CMS. It's one of the most well-known, highly developed, and advanced content management systems, which will allow you to easily maintain your website.

**Development Technologies:** PHP, WordPress, Database (MySQL), JavaScript, Ajax

**Design Technologies:** Html Html-5, CSS css-3, Bootstrap-5, JavaScript, jQuery

**Graphics Technologies:** Photoshop, Illustrator, Corel Draw

## Client-Side Services

- Content and product shoot provide by the client
- Domain and hosting
- SMS gateway
- Google API's
- Other third-party API's

## Site Structure

This is how your website will be structured:

- Home page
- Products Page
- Product Details Page
  - Low Emission Premium Plus
  - MDF - DWR | DIR
  - Particle Board
  - Artz
  - Green Products
  - Virokill
  - Product Technical Specification

- Prelam
- Experience Zone
- Catalogue Download Center
- Blogs
- Blog Details post page
- Media
- About Us
- Contact Us
- Privacy Policy
- Faq
- Sitemap

## Services Integrations

We'll integrate your website with these services:

### WordPress Management

- **Google Analytics:** Easily adds Google Analytics to your WordPress site, providing in-depth analytics and insights.
- **WooCommerce:** Transforms your WordPress site into a functional e-commerce, offering product management.
- **SEO:** Optimizes your site for search engines, providing tools for on-page SEO, meta tag optimization, and XML sitemap generation.
- **Akismet:** A spam filtering service that helps protect your website's comments and forms from spam.
- **Jetpack:** Offers a suite of features, including site statistics, social media sharing, security, and performance optimization.
- **Mailchimp for WooCommerce:** Integrates your WooCommerce store with Mailchimp for email marketing, allowing you to sync customer data and run targeted campaigns.
- **Security:** Enhances the security of your WordPress site with features like malware scanning, firewall protection, and security notifications.
- **Backup:** A backup and restoration plugin that integrates with various cloud storage services such as Dropbox, Google Drive, and Amazon S3.
- **LiveChat:** Adds a live chat feature to your website, facilitating real-time communication with visitors.

- **AMP for WordPress:** Implements Google's Accelerated Mobile Pages (AMP) to improve the mobile performance and speed of your website.

These three services will allow you to keep track of the user flow to your website, identify niche market opportunities and turn your new website into the ultimate online sales tool.

## Enhanced Performance

In order to use the potential of your website to the maximum, we'll also develop these three functionalities for it:

- **Clear and engaging product presentation through a user-friendly interface.**
- **Live Chat Bot**
- **Product Search**

## Progress Timetable

These are the main stages the website development will go through and the timeline of the project:

Stage	Completion Date
Project Scope	
2 x Design Versions	
Design Approval	
Website Development	

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Changes and Additions

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Completing Development

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Quality Assurance Stage

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Official Launch

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Disclaimer: The dates for the delivery of each stage are estimated based on our previous experience with projects like yours. Having this in mind, we're keeping our right to adjust any of these dates once we have the final and complete list of project requirements with us.

# Price Quote

Below is our Price Quote for your project. Any invoices issued by Option Designs can be paid via bank transfer, company credit card, or PayPal. Payment is expected within 14 days of the invoice issue date.

Name	Price	QTY	Subtotal
Upfront Payment - 50%	2,50,000	1	2,50,000
Mid-project Milestone - 30%	1,50,000	1	1,50,000
Final payment - 20%	1,00,000	1	1,10,000
Subtotal:			Rs5,00,000
Government Tax 18%:			Rs90,000
Total:			Rs5,90,000

## Ongoing support and maintenance option

In this section, we outline the project scope that both the Century Prowud and Option Designs have collectively agreed upon for achieving the business objectives within the chosen maintenance environment. These specified requirements constitute the definitive scope of work, forming the foundation on which our Maintenance Team has structured a plan with milestones and deliverables to ensure the completion of tasks within the designated timeframe. If, during the course of service, the client requests additional features or modifications, these will be regarded as "Change Requests" and will be managed according to the procedures outlined in the **CHANGE REQUEST** Section.

### Service covered in annual maintenance contract:

- **Regular Website Backup:** Scheduled periodic backups of the entire website, including databases and files, to ensure data integrity and quick recovery in case of issues.
- **Content Updates:** Minor updates to the website's content, including text, images, videos, and any other relevant media. Ensuring that all content remains current and accurate.
- **Security Updates:** Applying security patches, updates, and fixes to protect the website from vulnerabilities and threats. Monitoring and enhancing the website's security features.
- **Technical Support:** Providing technical assistance and troubleshooting for website-related issues. Resolving technical problems promptly to ensure uninterrupted website functionality.
- **Performance Monitoring and Optimization:** Continuous monitoring of website performance. Implementing optimization strategies to enhance loading speed and overall user experience.
- **Bug Fixes:** Identifying and resolving any bugs or errors that may arise during the maintenance period. Ensuring the website operates smoothly.

### Option Designs support and maintenance charges

Particular	Inclusions	Amount
Website Annual Maintenance	<ul style="list-style-type: none"><li>• Consistent backups</li><li>• Content Update</li><li>• Security Updates</li><li>• Technical Support</li><li>• Performance monitoring and optimization</li><li>• Bug Fixes</li></ul>	<b>10000 INR / Month</b> <b>1,20,0,00 INR / Year</b>

# Confidentiality

All information exchanged between Option Designs and Century Prowud is considered confidential information. Both sides need to take the necessary steps to guarantee that any information exchanged stays confidential and that it's used only for the purpose of this project. Confidential information does not include information that is already in the public domain or might become public during the course of the work on this project.

# Proposal Terms

## 1. Independent Contractor

Option Designs is hired by the Century Prowud in its capacity as an independent web development firm to provide the services of design, development, and deployment of their future website.

## 2. Invoicing & Currency

All invoices will be issued in Rs and are expected to be paid in Rs, within 14 days of the invoice issue date.

## 3. Launch Date

Option Designs will do its best to complete the project in the agreed timeframe and launch the website before or on the agreed launch date (Launch Date will mention). In order to meet its deadline Option Designs, rely on Century Prowud that it will stay actively engaged in the project communication and will reply to all questions submitted by Option Designs in a timely manner.

## **4. Change Requests**

Any changes to the Project Scope will be billed separately and will be agreed upon in a separate contract. Such changes may delay the launch date of the website.

## **5. Severability**

The terms of this contract are independent of one another. If one or more of its terms are found to be unenforceable, the rest of the contract will remain in force.

## **6. Entire and Sole Agreement**

This agreement is the entire agreement between the two parties and the only agreement in regards to this web development project. Any changes in scope or price must be outlined in a new, separate document and agreed upon by both sides.

Option Designs

Century Prowud

16 Nov 2023

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