

Proposal of Website Development Services

Website Development For Wooden Bottle Opener Business

Tyler Carty - Freelance Web Developer

Summary of services:

This invoice of website development services details the website build, market research, copywriting and social media establishment for the new ecommerce website related to the awesome bottle opener product that you have. All of the services listed in this invoice will be performed *by me personally* to insure the highest level service possible.

Essentially this invoice of website development services is more of an internet business development proposal. A logo will be designed, colors for the site will be chosen, brand development, graphics created, keyword research and copywriting will be performed, along with the purchase of a domain name, WordPress theme and setting up the backend of the website.

I am glad that you have decided right now to *choose me* to develop your new business venture on the internet. And you will be able to count on my dedication to your success online. *-Tyler*

Full details of website development services to be performed:

1. Assist in purchasing domain name and set domain up on Host.

Assist client in purchasing domain name. Domain name will be purchased and WordPress will be installed. Domain name registration and hosting account will be under clients name to allow client to have total control of domain names and to save on expenses long term. I will assist in purchasing domain out of auction to locate more powerful domain name.

2. Install WordPress theme, plugins and create business email addresses.

Install WordPress CMS system on host. Install list of custom plugins and high performance theme. Create several email address and forward them to clients personal email address.

3. Setup ecommerce platform using WooCommerce.

Install the popular ecommerce platform WooCommerce. Setup 10 product pages and categories. Upload product images. Configure extended features within WooCommerce to maximize the unique dynamics of the system. Write 10 product descriptions in English and Japanese. (See below) Connect PayPal buttons to the websites.

4. Design a logo and provide graphics for the website.

I will design several logos and choose the best logo to fit *your* vision. This service includes choosing a color swatch to get the colors just right for you. I will also purchase highend graphics as placeholders for the slider and elsewhere on the website.

5. Keyword research and SEO copywriting.

Thorough keyword research will be performed to insure that the highest performing keywords are used in the content of the website. The keyword research phase also helps to properly structure the navigation of the website. Up to 6 pages of SEO copywriting per website is included in this proposal.

Pages to be written:

- Main page
- Terms of use
- Privacy policy
- About us
- Contact us
- 10 product descriptions

6. Backend SEO optimization and performance enhancements.

Configure SEO plugin and various related performance optimization tasks. (For organic SEO rankings) Create custom contact forms, sliders, etc. Full service. This service insures maximum speed, performance and results in the search engines.

The following are several ecommerce websites that I have built over the years:

Let me know which ones that you like the best.

<http://www.spyder.com>

<http://www.kipling.com.br>

<https://oakstreetbootmakers.com>

<http://faucetface.com>

<http://international.triangl.com>

Price options:

The price for the web development services listed in this proposal differ depending on the route that you would like to go. Normal price is \$5000 for a fully loaded SEO optimized ecommerce website like the ones above but if you go with a 6 month SEO agreement (listed below) you will save significantly and gain tremendous results online.

\$5000 - Ecommerce website build. *Normal price.

\$1000 - English ecommerce site w/monthly SEO service agreement.

\$1500 - Ecommerce website built with two versions (English-Japanese) using geo-redirect or related process.

Payment details:

I would like to be paid half up front and half when the website is completed (and your full satisfaction). Payment will be made to xxxxxxx via PayPal.

Expedited web development services:

You are my priority! Expected time until the completion of the website (and your full satisfaction) is under 30 days, more than likely sooner, at which point the monthly SEO services can begin when you choose to do so.

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Monthly SEO service agreement options:

*Save on website development services with a 6 month agreement paid monthly.

Get found in Google and experience the viral effects that I will bring to your new online business. When you choose one of my SEO packages below you will receive the discounted rates listed above for the web development services offered in this proposal.

The following monthly SEO services will begin once the website is built and ready to go. I have provided a full package and half package agreement for you to choose from now.

Full scale package: \$1000 Month (6 month agreement)

Month 1:

- Sign up for Etsy, Amazon and eBay. (Or similar sites) Fill out profile information. Upload 10 products to all 3 platforms. Full optimization and setup of accounts. Consult with client on how to use the systems and assist when needed with questions.

- Upload 10 more products to the website and write descriptions.

- Sign up for Google WebMasters. Set up WebMasters on website. Install Google Analytics.

- Setup a blog on the website.

- Create a Facebook page and install several state of the art Facebook apps.

- Build 100 Facebook fans.

- Setup a Twitter account and wire Twitter into the website to update every time that the blog is updated.

- Setup Google+ page, configure and SEO optimize page.

- Provide end of month reporting of website stats.

Month 2:

- Sign up for 3 more classified ad sites of your choice. Fill out profile information. Upload 10 products to all 3 platforms. Full optimization and setup of accounts.

- Write 4 onsite and 4 offsite guest blog posts.

- Create professional quality slideshow video. Upload to Youtube and website.

- Sign up for YouTube, Vimeo and several other video directories.

- Submit website to 250+ internet directories, social media or bookmarking-type sites.

- Build 100 Facebook fans.

- Write press release and utilize news sources to get media attention.

- Upload 10 products to website, Etsy, Amazon and eBay. (Or similar sites)

- Provide end of month reporting of website stats.

Month 3:

- Sign up for 3 more classified ad sites of your choice. Fill out profile information. Upload 10 products to all 3 platforms. Full optimization and setup of accounts.

- Write 4 onsite and 4 offsite guest blog posts.

- Create professional quality slideshow video. Upload to Youtube and website.

- Sign up for YouTube, Vimeo and several other video directories.

- Build 100 Facebook fans.

- Submit website to 250+ internet directories, social media or bookmarking-type sites.

- Write press release and utilize news sources to get media attention.

- Upload 10 products to website, Etsy, Amazon and eBay. (Or similar sites)

- Provide end of month reporting of website stats.

4-6 Month:

After 3 months the campaign will be reevaluated and the remaining 3 months of SEO services will be contracted. The SEO services will be similar to the SEO services listed above and customized to meet the website and clients needs.

Half scale 6 month SEO package: \$600 Month (6 month agreement)

My half scale package includes all of the services in the full scale package spread across 6 months instead of 3 months. If you *get this package* I will invoice you when you are ready with the breakdown of services detailing these services spread across 6 months.

Consider a 10% profit agreement:

For a 10% stake in the business I will provide you with my SEO services for nearly free. With a vested interest in this business you are assured extraordinary results. A small maintenance of fee of \$300 a month is requested in order to cover management expenses. This IS negotiable.

Note: I am open to an agreement where I play a role managing other parts of the business. Let me know your thoughts about this.

Google AdWords. PPC services:

Landing page design and copywriting: \$199

Initial setup. *Includes keyword research: \$299

\$1000 – \$1499 monthly budget = 40% management fee

\$1500 – \$1999 monthly budget = 35% management fee

\$2000 – \$2999 monthly budget = 30% management fee

\$3000 – \$4999 monthly budget = 20% management fee

\$5000+ monthly total budget = 15% management fee

Facebook ad manage costs:

- Facebook ad setup and design: \$149 each campaign. (Only \$99 each when you setup 5 or more campaigns with me). *Includes graphic design.

- Monthly Facebook ad management: \$99 each. (Only \$49 each with 5+ campaigns) ...continue to next page

For more prices and for one-off services visit my website:

<http://tylercarty.com/services-price-list-2017>

Final notes:

Let's get started! I have plenty of time *right now* to dedicate to this project. I will accommodate *your needs* and vision in every way that *you imagine*.

Let me know how *you like this proposal*, if you would like to make any adjustments to it, have questions or if you have any special requests to add.

Thank you for choosing me as your website developer!

—Tyler Carty