

CREATIVE TOUCH DESIGN

WEBSITE DESIGN PROPOSAL

BEAUDESERT AND
HENLEY IN ARDEN JPC



YOUR WEBSITE

After speaking with you at length regarding your needs, we've developed a vision for your website that we feel will greatly improve your digital marketing efforts, and increase the engagement throughout the site.

Your website will include the following pages:

Home page, Shops, Eateries, Events, Walks, Blog and Contact page.

There are a few key features that we'll build into your site, which we feel are important given your needs:

- Gravity forms linking to mailchimp for event marketing.
- Editable content throughout
- Speed optimisation and SEO meta data added throughout

One off Cost:

Bespoke website design and build

£2500.00 +VAT

Hosting and Support

Managed cloud hosting

£240.00 + vat per year

Individual event adding,
daily back ups and management.

£180.00 + vat per year

Take a look at our monthly support plans which all include some great features and support for your new website.

“ WordPress is, by far, the most popular open source Content Management System (CMS), used by approximately 455 million websites. ”

OUR DEVELOPMENT PROCESS

We take a structured approach to web design. Our development process was created to ensure every project is delivered on-time and on-budget. Once your web design project starts, here's what to expect:

INITIAL PLANNING

Firstly we will sit down and discuss the project as a team and set a plan of action, we begin every project with researching your business and your competitors. We will create a detailed set of design and technical specifications. These specifications serve as a roadmap for the rest of the website design process.

WIRE-FRAMING & MOCK-UPS

Wire-frames are a way to visualize your website. While they're not nearly as detailed as the final site will be, they give us a visual representation of the site's overall layout and user experience.

We then proceed with designing your website mock-ups. These will give you the initial look and feel of your website, adding colour and more details than our initial wire-frames. This is also when you get to see what we have been working on, once these have been signed off we move to the next stage in our process.

COPY & GRAPHICS

Once we've agreed on a final design based on the mock-ups created, our team will proceed with development. This is when we will need your websites content and images supplied as this will be added during the development phase. We can help you with copy writing if it is not your forte but this will need to be agreed in the original quote.

DEVELOPMENT

At this point in time we will start the build, the technical side of the web design process. This will include deploying your CMS, creating your custom theme and page designs, and setting up your website's analytics if applicable.

TESTING

Once we have completed the build and development work, we then test your websites performance and reliability. We'll use various tools to benchmark your website for loading, responsiveness, and speed, while also ensuring that it works reliably on all web browsers and across mobile and tablet devices.

DEPLOYMENT & OPTIMISATION

Once we're sure that your site is ready to be released to the public, we'll deploy it on your domain. Then, we'll shift into a monthly support process that will continue for 12 months. During that period, we'll create monthly backups of your site, update scripts and plug-ins to maintain security and reliability, and perform layout and content updates at your request.

PROJECT TERMS

Creative Touch Design will build a website for Beaudesert and Henley in Arden JPC according to the description laid out in this proposal. Any additional features, pages, or other changes to project requirements may affect the timeline and costs, and will require a separate change order document.

All works produced as a result of the above described web design project will become the sole intellectual property of Beaudesert and Henley in Arden JPC upon full payment. Creative Touch Design reserves the right to use visual representations of the final product as part of our project portfolio.

PAYMENT TERMS

50% of the agreed costs (unless otherwise agreed in writing) will be payable prior to commencement of work. The balance of payment will be due in full on project completion (e.g on publishing of website). Failure to make final payment at this point may result in delays in project delivery.