



Net Elevation

Web Development Proposal

March 8, 2017

William Farina

Prepared by:
Your Web Consultant
Brian Bender

NET ELEVATION, INC.
www.netelevation.com

Phone: 773-218-0983
bri@netelevation.com

Project Description

Thank you for considering my company, Net Elevation, for your web project. I think you will be very pleased with the quality service and affordable rates that we can provide.

The purpose of this project is to build a high-quality, friendly and informative website for William Farina.

The project consists of two parts:

- Redesign the website
- Create a video presentation about one of the book topics

Web Re-Design

The template should be updated to something that meets today's design standards. Additionally, the new template should be fully mobile-responsive.

I do not think the content needs to be changed, unless you wish to. My ideas are more about adjusting the design so that you make a good first impression to the arrangers of potential speaking dates.

Potentially, this update would feature larger photos and include more information on the homepage, such as blurbs about recent books and summaries of speaking engagements.

When we create the video presentation, we should also have a teaser blurb about it on the homepage.

Video Presentation

Videos are somewhat irresistible for the typical web browser. The idea behind the video is that it gives a quick introduction to the subject matter of your book, in a light, entertaining manner.

My concept for the video is more of a slideshow than a conventional video. It would consist of 10-20 static slides with a voiceover narration and some

royalty-free music. It would run 30-45 seconds, and there would be written title screens at each end.

It would also be possible to include existing video clips. (I am not a videographer; I am not planning to shoot video for this project. But I do think we could put together a serviceable “slideshow video” using basic PC software.)

We would work together on the storyboard and verbiage of the video. You are the expert in the subject matter, so I hope that you have some ideas of anecdotes or factoids that would be interesting to the consumer. My job would most likely be to condense your ideas into short phrases that can be matched with visuals.

I would come to your home or office to record your voice providing the narration. Our tools would allow us to edit the audio to match the flow of the video.

The finished video would be uploaded to YouTube and then embedded onto your site. YouTube has several advantages, but the primary one is that your video can be easily shared to social media and hopefully it will be interesting or entertaining enough that people want to share it.

When embedding each video into the page, we will also consider the context of the video. The video itself will be surrounded by enticing information and graphics pertaining to the video; we won't just slap the video into a blank page. The goal is always to bring the somewhat esoteric concepts of your books to a level that catches a casual reader's interest.

We could also consider creating an “infographic” instead of the video. It would be simpler and cheaper than the video. It would also be less informative, probably. We can discuss this if you are interested.

Site Management - Wordpress

I recommend sticking with Wordpress, with some customizations applied. You will have the option to login and manage all contents of the site

yourself. Of course, you can always send complicated things directly to me for posting.

You'll have the option to create new pages within the site structure.

The Wordpress site administration tool will be as easy as possible to use, with only the options that are necessary. Our goal is to create tools that are intuitive and don't require extensive training.

How We Work With You

We do not provide multiple design concepts at the outset, but I expect that our design process may involve multiple iterations. I will work closely with you to help define the correct content and organization of the site, and we will continue to refine our ideas until they are perfect.

Our development process always includes the following:

- Search engine-friendly and mobile-friendly, responsive page structures
- The latest technology and coding practices
- High quality workmanship and design from an industry veteran
- Testing & quality assurance
- Launching the site on your chosen hosting provider
- Monitoring and troubleshooting after launch

Web Hosting

Web Hosting Subscription

Basic Web Hosting with Net Elevation = **\$12/month**

Your subscription includes:

- Reliable server for your web site
- E-mail accounts at your domain
- Regular backups

- Site Editor tool – make your own updates
- Personalized technical support

Maintenance and Updates

After the site goes live, I will be available on an as-needed basis to help with content or design updates, graphics, imagery, etc. My hourly rate is \$80. Future enhancements to the site may also require their own flat fee, depending on their scope.

Quick calls or e-mails for help are always free of charge.

The Design Process

1. **Delivery of Proposal & Estimate:** ~~I will prepare a written proposal and cost estimate for your project.~~ You will be billed for approximately one-half of project costs. At this time, you will also send any existing written or graphic materials that may be useful for the project.
2. **Discovery meeting:** We will determine project goals and discuss design preferences.
3. **Design Mockup:** I will take 14-21 days to prepare a 1-2 page mockup of your project.
4. **Presentation of Design Draft:** I will present my design draft for your feedback. You will provide a written or verbal list of changes or additional ideas relating to the design.
5. **Final Design and Content Development:** Based on your feedback, I will finalize the design templates and begin adding page contents as necessary. Content development time depends on the amount of content to be added.
6. **Content Review:** You will review the text content of the site and make modifications as necessary.
7. **Final Content Approval and Site Launch:** Upon approval of the site contents, the site will be launched. At this time, you will be billed for the remainder of development costs.

Web Development Fees

Web Design = **\$1400**

Video Presentation = **\$1800**

I kept these separate in case you wish to move forward in phases.

The project will be billed in two parts. The first part is a down payment of approximately half before we begin working. The 2nd half will be due when the project is fully completed. *All fees are billed directly to your credit card.*

Additional Notes

You should consider converting your personal Facebook profile to a Business Page. This will enable people to “Like” or follow your page with a single click, and you will no longer be required to approve their friend request. There are additional advantages, but that is the main one.

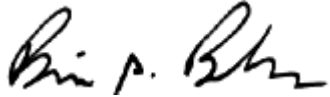
<https://www.facebook.com/business/learn/facebook-page-basics>

I can help you convert the Personal Profile into a Business Page.

Getting Started

Once this proposal is accepted, I will send over our contract. I will also bill your credit card for the first half of project fees.

Please let me know if you have any questions. I will be happy to provide more information, if necessary.



Brian Bender - Web Consultant

NET ELEVATION, INC.

Websites That Work for Small Businesses

773-218-0983

bri@netelevation.com

Additional Resources

I can be a great resource because I am connected to a wide variety of professionals across the country. In addition to my clients, I have friends and colleagues in other fields such as real estate, insurance, banking, construction, law, computers, finance, etc. I love helping people and sharing information, so please contact me if you are looking for any type of service, or just need someone to answer a few questions!

In particular, I have some connections that can help support the technology side of your organization. Contact me to be introduced to any of the following friends:

Tony Gnau – Video Production

Bart Harris – Photography



About Brian Bender & Net Elevation, Inc.

Brian Bender is an industry veteran. He started building web sites in 1996, when the Internet was just emerging into the commercial world. In 1997, Brian founded a popular online zine, which was covered in *Entertainment Weekly* magazine. He gained valuable business experience as the lead web architect at a Chicago-based insurance corporation, before founding Net Elevation, Inc in 2003. Working with clients in a variety of fields, Brian & Net Elevation have developed a reputation for attention to detail and customer service. Brian has personally built nearly 1000 web sites during the course of his career.

For examples, please visit <http://www.netelevation.com/portfolio>