



**We make you, look great online.**



**Project Name:**

**Client:**

**Client Contact:**

**Date of Proposal:**

**Submitted by:**

# Website Design Proposal from Optimized, LLC

## Scope of Work

### What is included?

- 1) Domain name purchase (1-year)
- 2) Website hosting (1-year)
- 3) WordPress and Divi Theme installation
- 4) Plugin installation and setup
- 5) Image optimization<sup>1</sup>
- 6) Supporting content creation<sup>2</sup>
- 7) Pages: home, about, contact, reviews/thank you, master services page, individual services pages<sup>3</sup>, gallery/our work
- 8) Keyword and competitor research and analysis
- 9) Onsite SEO: keywords and phrases, header tag optimization, page titles and meta descriptions, internal and external linking, schema markup for local business and services, image optimization (file types and names, size, and alt tags)
- 10) Conversion optimization: mobile friendly design and custom CSS
- 11) Off-site SEO: setup and/or completing/optimizing Google My Business, Google Analytics, Google Search Console, Bing Places, and Bing Webmaster Tools. We will also do this for Facebook if desired.
- 12) Mockup review and changes (half way point) and final review and changes (until you are completely satisfied)

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<sup>1</sup> You are responsible for providing the images for your website! Preferably the images used on your site should be actual images of your company, employees, and work. If Optimized is required to purchase royalty-free images for use on your site an additional fee will be applied.

<sup>2</sup> We can help fill in the gaps, but the majority of the content on the site must be supplied by the client. We will alter the supplied content to optimize for keywords and key phrases. We can provide the content for your site if needed. This will be an additional fee, and revisions to our text requested by you after the fact will also be subject to additional fees.

<sup>3</sup> The number of individual service pages included with your proposal is: \_\_\_\_\_

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## Services to Consider



The internet is vast! We build websites by the book as far as White Hat SEO and Google's Best Practices are concerned. The fact of the matter is, it is going to take more time and attention than a solid website design and initial SEO to get the greatest ROI out of your new website.

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### **Here are a couple additional services we offer for you to consider:**

- 1) Citation Creation – Social profiles and/or directory sites
- 2) Quarterly Site Updates – We can log into your WordPress on a quarterly basis and update WordPress, Divi, and all plugins along with adding/changing/removing content to keep it fresh and up-to-date
- 3) Monthly SEO Services – The SEO landscape is constantly changing and changes to your website and online presence in general need to be made to get or stay at the top
- 4) Social Media Management – We can get a buzz going about your business by handling your social media accounts
- 5) Blogging – In competitive markets this is necessary, but it is also a great way to provide value to potential customers and persuaded them to use your service instead of a competitor
- 6) Online Ads – Facebook, Google, Bing, and more
- 7) Landing Pages – It is not always a great idea to send leads to one of the core pages of your website. Landing pages make the transition from wherever they are coming from to your site seamless.
- 8) Email Marketing – An often-overlooked tactic that has one of the highest conversion rates of any type of marketing you can possibly do on or offline.

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### **Your Investment:**

Based on the scope of work involved with your website design project, we have prepared a quote specific to your needs.

Our Quote: \_\_\_\_\_

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### **Timeline:**

We kindly ask for 2 weeks from the time of receiving your initial payment to start the website until completion. Please note that if site work is delayed because we are waiting on you to verify or provide information related to your website design, your project will be bumped to a low priority status and any projects with a higher priority will be completed as originally scheduled before work resumes on your website.

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**Terms:** Half of the total quoted price is due for work to begin. The 2<sup>nd</sup> half is due upon completion of your website to your satisfaction. The final payment is considered late if not received within 14 days of the invoice date and a 1.5% per month interest rate will begin accruing.

Once you have paid in full, you will be given all user names and passwords associated with your website. In the event that we incur legal fees, costs, and disbursements in an effort to collect our invoices, in addition to interest on the unpaid balance, you agree to reimburse us for these expenses. If collection efforts escalate to the court system level, all court appearances will be made at the Campbell County, KY court house.

## Website Design Proposal from Optimized, LLC

### Meet Your Team



**AMY**

**NOAH**

**RYAN**

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**Amy Robinson** – [Amy@GetOptimizedNow.com](mailto:Amy@GetOptimizedNow.com)

Amy is actually a weekend nightshift nurse in the NICU at a local hospital. She handles a lot of the communication with our clients, populates profiles and organizes information, and has begun learning the basics of how to perform the services we offer our clients.

She takes a lot off Ryan and Noah's plate so they can focus on making your site look great and function properly.

**Noah Fields** – [Noah@GetOptimizedNow.com](mailto:Noah@GetOptimizedNow.com)

Noah is a computer science major at Northern Kentucky University. He tested out of the entry level coding classes as he had taught himself this knowledge before entering college.

Noah's in-depth knowledge of multiple coding languages has enabled Optimized to be integrate a lot of cool features and functionality into our websites. He even builds apps!

**Ryan Sciamanna** – [Ryan@GetOptimizedNow.com](mailto:Ryan@GetOptimizedNow.com)

Ryan is the founder of Optimized. He is a serial entrepreneur and taught himself how to use WordPress, DIVI, and perform SEO on his own company's websites. After experiencing great results and selling his first company, he wanted to offer these same services to other entrepreneurs and small business owners.

# Website Design Proposal from Optimized, LLC

## Next Steps

1. Please contact us by phone or email if you have any questions regarding your website build project. We want you to be 100% comfortable with what we are going to do and the price you are going to pay. We can be reached at 859.888.0841 or [get@optimized.design](mailto:get@optimized.design).
2. If you would like to move forward, please print this page (Page 6), sign it, scan it, and send it back. If you do not have a scanner, you can download Genius Scan on your smartphone from the app store. If you do not have a printer, please let us know and we can send this page in a Word Doc or Google Doc for you to sign off on your project electronically.
3. We will execute our half of the proposal once we receive your executed copy and upload it to the 'Proposal' module in Phase 3 of your client portal.
4. We will send you an invoice for your initial payment for work to begin on your site.
5. Please complete the modules in Phase 1 of the client portal so we have all of the information needed to create your website. We will begin your website build as soon as you have completed the Phase 1 modules and submitted your initial payment.

X

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Client Name HERE  
Owner

X

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Ryan Sciamanna  
Member | Optimized, LLC