



Example Proposal

Howard Development & Consulting

March 25, 2019 | *Prepared by:* Rob Howard

Prepared for: Rob Howard

Our Exclusive 30-Day Unconditional 100% Money-Back Guarantee

We know it's a big decision to dive into a relationship with a new web partner for a high-value project. The hard truth is that it can be very difficult to accurately judge the quality of a web developer without first-hand experience – especially if you're not an expert in web development yourself.

With most developers, you're stuck in a Catch-22. You need to try them out to really know if they're the right fit, but you have to risk a lot of time and money on that trial.

That's why we're different. **We start every relationship with our unparalleled 30-Day Unconditional 100% Money-Back Guarantee.**

If you are dissatisfied with any aspect of your experience working with us – for any reason – within 30 days of the approval of our first project together, **we will provide a 100% refund of all payments you have made, and you will retain full rights to everything we have built for you.**

In other words, you get your money back and you keep all the work completed as our gift to you.

Since 2009, we've completed more than 350 high-end web projects with glowing reviews. Of the 52 agencies we've partnered with during that time, 100% have returned for a second project.

We're willing to take all the risk on this one, because we know we will rock your world. Our goal is to create win-win relationships with businesses and organizations that become partners for life. Today is the first step on that journey together.

WordPress Development: Custom Theme from Your Designs

We'll develop a new, custom WordPress theme based on **final design files in Photoshop or Illustrator format**, which you or your team will deliver at the start of the project. The project will include:

- Development of a new, custom theme with ___ templates, matching your designs. If you provide mobile designs, we'll match those as closely as possible. If you provide desktop designs, we'll extrapolate those into mobile and tablet designs using our best judgement. The templates to be developed will include:
 - Home Page
 - Interior Page
 - Blog Post/Listing Pages
- Development of custom content types to match the requirements of each template described above, ensuring that you can easily, quickly manage content for all pages and sections of your site. This

also includes easy editing for global content, such as information that resides in the header or footer of your site.

- A complete performance and security optimization for your new site, including:
 - Locking down Wordpress by making changes to your file permissions, hosting configuration, and advanced WordPress settings – without inconveniencing you and your team.
 - Assisting you and your team in securing all your passwords and critical accounts. This includes implementing “one person, one account” policies, adding two-step verification to all your accounts, setting up secure vaults to share passwords safely, and encrypting passwords saved on your local computer.
 - Setting up a caching system or content delivery network, allowing you to rapidly serve static content, dramatically reducing load time.

WordPress Development: Custom Theme from Your Front-End Templates

We'll develop a new, custom WordPress theme based on **final front-end templates, including completed HTML, CSS, JavaScript, images and other assets**, which you or your team will deliver at the start of the project. The project will include:

- Development of a new, custom theme with ____ templates, based on the front-end files you deliver. The templates to be developed will include:
 - Home Page
 - Interior Page
 - Blog Post/Listing Pages
- Development of custom content types to match the requirements of each template described above, ensuring that you can easily, quickly manage content for all pages and sections of your site. This also includes easy editing for global content, such as information that resides in the header or footer of your site.
- A complete performance and security optimization for your new site, including:
 - Locking down Wordpress by making changes to your file permissions, hosting configuration, and advanced WordPress settings – without inconveniencing you and your team.
 - Assisting you and your team in securing all your passwords and critical accounts. This includes implementing “one person, one account” policies, adding two-step verification to all your accounts, setting up secure vaults to share passwords safely, and encrypting passwords saved on your local computer.
 - Setting up a caching system or content delivery network, allowing you to rapidly serve static content, dramatically reducing load time.

WordPress Development: Commercial Theme

We'll develop a new WordPress site based on **an existing commercial theme of your choice**, which you or your team will choose at the start of the project. We recommend selecting a theme from [StudioPress](#), as they're among the most flexible and stable on the market. We'll work with you to help you narrow it down to 2-3 of the best options at the outset of the project.

The project will include:

- Development of a new WordPress site based on your selected theme. This will include the creation of the following pages and sections, based on the designs and templates in the theme:
 - Home Page
 - Interior Page
 - Blog Post/Listing Pages
- Minor design customizations to the commercial theme to match your brand. This does not include working with a professional designer or any major changes to layout, style, or any parts of the site other than those referenced below:
 - Adding your logo to the site
 - Modifying background textures/colors to match your brand
 - Modifying link and text colors to match your brand
 - Modifying fonts to match your brand, assuming the use of a [Google Font](#) or [TypeKit Font](#). (If you're not sure if your font is supported by Google or TypeKit, let us know and we'll check or provide a similar alternative.)
 - Other layout options and customizations will be available as part of your theme's core functionality; the options will vary between themes.
- Development of custom content types to match the requirements of each page described above, ensuring that you can easily, quickly manage content for all pages and sections of your site. This also includes easy editing for global content, such as information that resides in the header or footer of your site.
- A complete performance and security optimization for your new site, including:
 - Locking down Wordpress by making changes to your file permissions, hosting configuration, and advanced WordPress settings – without inconveniencing you and your team.
 - Assisting you and your team in securing all your passwords and critical accounts. This includes implementing “one person, one account” policies, adding two-step verification to all your accounts, setting up secure vaults to share passwords safely, and encrypting passwords saved on your local computer.
 - Setting up a caching system or content delivery network, allowing you to rapidly serve static content, dramatically reducing load time.

WooCommerce Development

This project includes e-commerce development using WooCommerce, the most popular and powerful commerce plugin for WordPress. In most cases, you'll combine this with a payment processing account, such as [Stripe](#) (our recommendation) or Authorize.net (an option you'd get separately from your bank).

The WooCommerce core software includes the most common e-commerce features, and there's a suite of add-ons that allow you to expand the site's functionality. We've provided a list of core functionality and special functionality for your site below. In each case, WooCommerce will integrate into your theme, which we'll build as the first part of this project, so all e-commerce pages will match your design and branding goals.

- **Core Functionality**

- Product listing pages and individual product pages
- A simple product search (by keyword) and the ability to browse products by categories that you define
- The ability to add a product to your cart, apply a coupon, calculate shipping, and process a credit card on checkout
- For all completed orders, you and your customer will receive e-mail notifications confirming the order. We will train your team on processing orders via WooCommerce.
- Shipping via free shipping (with cart total thresholds) or flat-rate shipping. WooCommerce also provides a free integration for US Postal Service dynamic shipping calculations, which requires you to know your package dimensions and weights. FedEx and UPS shipping calculations require you to establish an account with those providers and know your dimensions and weights. **We recommend starting with the simplest shipping scheme possible**, as it gets complex fast when you start doing dynamic calculations.
- You'll have the ability to add tracking numbers to your orders (or connect with a third-party, like [ShipStation](#), for fulfillment) and apply refunds to existing orders.

- **Custom Functionality**

- ...

Training, Testing & Launch

- Upon completion of development, we'll provide you with access to conduct **two to four hours of Beta testing on your new site**. This usually takes place about two weeks prior to the ideal launch date. We will work together to resolve any bugs or issues discovered during testing to ensure we launch a fully polished, completed site.
- You and your team will join us for a **one-hour content management system training** prior to launch.
- We conduct all site launches **during regular business hours** unless we've agreed otherwise as

part of a scope expansion for this project. Please prepare for between 15 and 60 minutes of downtime on launch day if you're transferring from an existing site to this new site.

Your Responsibilities

To ensure the successful, on-schedule completion of our project, we've laid out some requirements – including communication and purchase of key third-party tools and software – that you'll be responsible for. (We've created an exhaustive list here, so if some of these don't apply to you, that's OK.)

Communication:

- You'll respond to requests for feedback within 2 business days, unless you notify us in advance that you'll be out of the office.
- You'll choose no more than three points of contact on your team to manage the project alongside our team. Ideally, there will be one decision-maker and contact point for the project.
- If you have an urgent request that needs to be addressed in the same day, e-mail us at support@howarddc.com. If you have a question about billing, strategy, or something that's not urgent, e-mail rob@howarddc.com and Rob will respond within 48 hours.
- Need to schedule a call? [Here's Rob's calendar](#).

Time, Training & Content:

- You are responsible for providing and populating **all final textual and image content** for all aspects of your site. Copywriting and content population are not included in this project, unless we've specifically scoped out content migration from another site or database above. For high-quality, free stock imagery, check out [Unsplash](#).
- You'll be ready to work with us for **two to four hours of Beta testing** about two weeks prior to launch, and you and your team will join us for a **one-hour content management system training** prior to launch.
- We conduct all site launches **during regular business hours** unless we've agreed otherwise as part of a scope expansion for this project. Please prepare for between 15 and 60 minutes of downtime on launch day if you're transferring from an existing site to this new site.

Third-Party Software and Tools:

- You will be responsible for the selection of a web hosting provider, and for payment of third-party fees to that provider. We recommend [WP Engine](#) for almost all of our projects.
- You are responsible for e-mail management. If you're using a third-party, such as Google GSuite, we'll help you keep that in place when we launch. If you need help setting up e-mail, please let us know and we'll factor that in to our project.
- In some cases, you may need to purchase domains (.com, .net, etc.) or security certificates for your

site. These third-party purchases will be your responsibility, and we'll provide instructions if it is necessary to do so.

- If you take e-commerce transactions on your site, you'll be responsible for all payment processing fees. We recommend [Stripe](#) for simple credit-card processing.
- We've included the first year of all software license fees in our fixed project fee. You'll be responsible for those fees after the first year, unless we agree otherwise as part of an ongoing Assurance plan.

Development Schedule: 6-8 Weeks

We expect to complete development within **6-8 business weeks** of the delivery of all start-of-project requirements (this includes either the selection of a commercial theme, the delivery of design files, or the delivery of completed front-end templates).

To stick to this schedule, we'll need you to respond to all feedback requests within no more than 2 business days unless you've notified us of a vacation (see the Your Responsibilities section for more details on fast communication).

Please expect 1-2 weeks of Beta testing at the end of this development process. **Depending on the results of Beta testing**, launch will usually take place within 1-2 weeks of the completion of development. However, if you want to make substantial changes prior to launch, that will extend the schedule.

The biggest reason we've seen clients **delay launch** is because **they're still waiting on textual and image content to be completed** after the completion of development. We'd recommend getting your content ready as soon as possible to avoid delays.

Our team will be out of the office for **one week** at Thanksgiving and **two weeks** at the end of December. These weeks will not be treated as business weeks for our project's schedule.

Development Schedule: 8-10 Weeks

We expect to complete development within **8-10 business weeks** of the delivery of all start-of-project requirements (this includes either the selection of a commercial theme, the delivery of design files, or the delivery of completed front-end templates).

To stick to this schedule, we'll need you to respond to all feedback requests within no more than 2 business days unless you've notified us of a vacation (see the Your Responsibilities section for more details on fast communication).

Please expect 1-2 weeks of Beta testing at the end of this development process. **Depending on the results of Beta testing**, launch will usually take place within 1-2 weeks of the completion of development. However, if you want to make substantial changes prior to launch, that will extend the schedule.

The biggest reason we've seen clients **delay launch** is because **they're still waiting on textual and image content to be completed** after the completion of development. We'd recommend getting your content ready as soon as possible to avoid delays.

Our team will be out of the office for **one week** at Thanksgiving and **two weeks** at the end of December. These weeks will not be treated as business weeks for our project's schedule.

Development Schedule: 10-12 Weeks

We expect to complete development within **10-12 business weeks** of the delivery of all start-of-project requirements (this includes either the selection of a commercial theme, the delivery of design files, or the delivery of completed front-end templates).

To stick to this schedule, we'll need you to respond to all feedback requests within no more than 2 business days unless you've notified us of a vacation (see the Your Responsibilities section for more details on fast communication).

Please expect 1-2 weeks of Beta testing at the end of this development process. **Depending on the results of Beta testing**, launch will usually take place within 1-2 weeks of the completion of development. However, if you want to make substantial changes prior to launch, that will extend the schedule.

The biggest reason we've seen clients **delay launch** is because **they're still waiting on textual and image content to be completed** after the completion of development. We'd recommend getting your content ready as soon as possible to avoid delays.

Our team will be out of the office for **one week** at Thanksgiving and **two weeks** at the end of December. These weeks will not be treated as business weeks for our project's schedule.

Your Investment

The fixed project fee for this project is \$____, which includes all required Wordpress plugin software license fees. In the case of license fees that require annual renewal, this project fee covers the first year, and you will be responsible for subsequent renewal fees.

Payment Schedule

Howard Development & Consulting may choose any of the three payment packages described below.

- **Package 1:** Invoice for 50% due at the start of project; invoice for 30% due 30 days after project start date; invoice for 20% due 45 days after the project start date.
- **Package 2 (5% Discount):** Invoice for 75% due at the start of project; invoice for 25% due 30 days

after project start date.

- **Package 3 (10% Discount):** Invoice for 100% of the project fee due at start of project.

Expedited Delivery: 4 Weeks

Howard Development & Consulting may select expedited delivery for this project, with expected completion within 4 weeks of the project start date. The fixed fee for this addition is 20% of the final project fee, prior to any payment schedule discounts.

Expedited Delivery: 7 Weeks

Howard Development & Consulting may select expedited delivery for this project, with expected completion within 7 weeks of the project start date. The fixed fee for this addition is 20% of the final project fee, prior to any payment schedule discounts.

Expedited Delivery: 9 Weeks

Howard Development & Consulting may select expedited delivery for this project, with expected completion within 7 weeks of the project start date. The fixed fee for this addition is 20% of the final project fee, prior to any payment schedule discounts.

Terms

The dates in the billing schedule are fixed due dates, and are not directly related to completion of a milestone in the project. This fixed billing schedule encourages everyone involved in the project to move as quickly as possible and also allows us to keep the project fee as low as possible. If any invoice is 15 calendar days or more past due, all work will be put on hold, and any sites in development may be temporarily deactivated until payment is made.

The terms in this document are valid for 90 days from the issue date.