



# Website & SEO Proposal

Gone are the days when we knew for certain that everyone was viewing the web on a desktop or laptop computer so websites were designed and developed for that standard experience.

Increasingly, people are viewing the web on a variety of devices - tablets, smartphones and other mobile devices. If your website doesn't properly support those devices, this can negatively affect how users interact with your business. The site may load slowly, the layout is fixed and awkward to navigate, and you may end up with a frustrated user. We can turn this problem around using responsive design.

We will design your website's front-end templates to adapt and scale to whatever kind of device the user is viewing from.. We will test it on a variety of devices - mobile and non-mobile - to ensure the experience is consistent and easy to use. We will also setup basic SEO and site analytics through Google Analytics. The site can go live within 6 weeks of the commencement of our agreement.

We look forward to establishing a positive and productive working relationship. In order to integrate your Clover point of sale system with your new website to enable online ordering that syncs inventory between your website and physical location, the most cost effective option will be to license preexisting 3rd party ERP (enterprise resource management) software.

Sincerely,

Kliff Davis  
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## Process & Philosophy

### Part I - General information

#### AKA. JUST THE FACTS

Who's the primary contact for this project?  
Please include name, email, and phone.

Do you have an ideal date for website launch? Are there outside considerations that might affect the timeline (e.g. product launches, studio openings)?

### Part II - Strategic goals

#### WHAT IS IT THAT YOU WANT, REALLY?

Please tell us about the range of work you do, the products you sell, the services you offer, or the content you create.

Describe the ideal visitor to your website. Consumers or other businesses? Fashion-forward or more conservative? High-end or budget? Local to you or far-flung? Young or old?

When your ideal visitor arrives, what frame of mind are they in? Seeking information? Ready to purchase?

If your ideal visitor stopped by your website, what would you want them to do before they left? Contact you? Book an appointment? Make a purchase? Subscribe to your newsletter?

Which social media channels (if any) do you think your ideal visitor spends time on? Are you already interacting with them in a marketing capacity?

Are you an expert in your field? Do you ever write about your industry?

### Part III - Design

#### HOW DO YOU WANT TO BE SEEN?

Give us the lay of the land. Tell us about your industry and how you fit into it. Newcomer or established? Local, regional, or national? Artisanal or mass market?

What brands and/or individuals do you consider competition?

What brands and/or individuals would you consider to be design inspiration?

What makes you or your business unique/appealing/competitive?

### Part IV - Nuts and bolts

#### LET'S TALK NITTY GRITTY

Do you already have an existing website or domain?

Will anyone else, such as partners or employees, need administrative access to the website?

Will you be able to provide assets for your website? This would include: all copy (bios, headlines, products, about pages, etc.), images, and a logo or other branding.

### Part V - Over to you

Anything else you'd like to tell us about this project?

# SCOPE OF SERVICES

## Web Design

### DESIGN & DEVELOPMENT

We specialize in lightweight, high-converting look-and-feel designs with flexible layouts that adapt to the capabilities of many devices and screen sizes. We design iteratively and use predominantly Wordpress, combined with HTML and custom CSS. For your company, we'll focus on reworking aspects of your design that you specify, as well as improved speed and performance. You'll have regular opportunities to review our work and provide feedback.

### WORDPRESS, HTML, CSS, AND JAVASCRIPT

We deliver websites developed within a Wordpress framework, supplemented by HTML5 markup, CSS2.1 + 3 stylesheets for styling, and unobtrusive Javascript for feature detection, poly-fills and behaviors.

### DESKTOP BROWSER TESTING

We test our work in current versions of major desktop browsers including those made by Apple (Safari), Google (Chrome), Microsoft (Edge), and Mozilla Firefox. We'll also test to ensure Microsoft Internet Explorer 8 and 9 Windows users get an appropriate, possibly different, experience. We'll implement a single column design for Internet Explorer 7 and below for Windows, but we won't test in other older browsers unless you specify otherwise.

### MOBILE BROWSER TESTING

Testing popular small-screen devices is essential in ensuring that a person's experience of a design is appropriate to the capabilities of the device they're using. We test our work in:

- iOS: Safari, Chrome
- Android : Chrome, Samsung Browser, Firefox

We currently don't test Blackberry OS or Blackberry QNX, Opera Mobile, Symbian or other older mobile browsers.

### WEBSITE HOSTING

We own state-of-the-art cloud based servers for hosting clients' websites. These are among the fastest, most secure, and most reliable servers available.

## SEO

### CONSULTING & STRATEGY

We will work with you strategically to provide recommendations and expertise as they relate to your website. We will liaise with you regularly in this capacity, and our efforts will be calculated and measurable.

### AUDITS, ANALYSIS, & UPDATES

We will conduct thorough analysis of your website from an SEO perspective and make adjustments accordingly, including (but not limited to): keyword optimization; readability as it relates to search engine ranking; crawl access; content creation; user interface and user experience; title and URL analysis; and snippet / schema markups to fully optimize your site's SEO.