



# Solid Rock

Cafe

## Web Design & Development PROJECT PROPOSAL

Prepared For: Kirkland Smith, Solid Rock Cafe  
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### SOLID ROCK CAFÉ PROPOSAL

#### INTRODUCTION [Ready to move forward click here](#)

Thank you for the opportunity to present this website proposal. We know there are many companies out there that build websites but we focus on building relationships to help our customers create their vision.

We start by taking time to understand the main goal you want to accomplish so it can speak volumes on your website and promote your business.

We then skip the cookie cutter approach in building your website because we already know that Solid Rock Café is going to be a unique place to dine. In knowing this, your website deserves to display originality that directly mirrors your services. The last thing you should desire is to have a “basic” website design created from pre-built templates.

Our talents and emphasis are to transfer your unique style onto your website. Which is why we elected to use a distinctive way to present our proposal because we offer fresh, innovative and creative designs.

This allows you to envision your website, see your available options, and get excited about how your site will look in the beginning state before you unveil it to the world. Our goal is to “Wow You” so your website will capture your customers’ curiosity to come wine and dine at your restaurant.

About Our Company [ARAND Video Services](#) create compelling designs for wide variety of businesses and we are a full service graphic designer, web development and content creation company.

Over the years, we have grown from a small team, to a collaborative design, multimedia and marketing studio. We are strong advocates for developing a clean and functional user experience, on top of beautiful designs that bring out the best in our clients.

Our goal at [ARAND Video Services](#) is to exceed our customer expectations that is different from average designs.

Our clients’ satisfaction is what keeps us moving and we are committed to helping you brand your company services so you can stand out from your competitors.

## **Project Objectives**

We are pleased to submit a proposal for website design and development.

Increasingly, users are visiting websites on mobile devices with a wide range of screen sizes. We design all of our websites with mobile-responsiveness in mind. *Your website will be created to adapt and scale to any device, just like this proposal!*

Your Scope of work includes the following:

1. Take online reservations
2. Take orders online
3. Accept payments online
4. Free 3-minute video ([see video productions](#))
5. Coordinate order delivery (experience with grub hub, door dash, EZ-cater, Postmates).

## **Scope of Work:**

- Custom designed mobile-responsive website to match your branding and represent the positive experience of working with your business.
- Inviting call-to-action buttons that direct visitors to book an appointment, cryotherapy or contact you.

## **Search Engine Optimization:**

- Fully optimized pages for search engine visibility.
- Google MyBusiness tuning.
- PageSpeed Optimization.
- Keyword research and implementation.

### **Blog Creation:**

- A well-managed blog will work wonders for your SEO as well as provide a valuable resource for site visitors.
- We customize the CMS dashboard to make editing blog posts and pages easy for you.

### **Training for website administrators:**

- We will make sure you know how to implement changes on your website with technical support created exclusively for your site.

### **How it works (The Details)**

#### **PROFESSIONAL DESKTOP & MOBILE WEB DESIGN**

Stand out from the crowd of competitors with a modern and professional design that looks great on all devices.

#### **COMPANY DOMAIN, EMAIL AND RELIABLE HOSTING**

Includes a free domain (YourCompany.com), email services, and hosting, all for **one low price**. [Want the details?](#)

#### **YOUR NEW SITE OPTIMIZED FOR SEARCH ENGINES**

We optimize your site for search engine inclusion using your top keywords. Get listed on Google, Yahoo, Bing and more!

### **Timeline [Ready to move forward click here](#)**

In order to develop a web site that fulfills all the goals of the web site development project, the proposed web development will take place in several distinct phases or less than **21 days**:

#### **Planning & Strategy 3 Days**

##### **User Experience (UX) Design**

Discovery, asset collection, and website prototyping.

##### **Wireframes**

Sketches and/or page mock-ups are created that reflect the general appearance and the look and feel of the website for visitors.

#### **Development 10 Days**

##### **User Testing**

Collect feedback on interactive, working design.

##### **Website Development**

HTML Coding, Blog , CMS setup, Responsive Optimization (Ensures your website looks great on all screen sizes and devices)

## SEO

On-page optimization for search engines, including keyword placement, title tags, schema microdata, local SEO, and permalink optimizations.

## Launch 7 Days

### Analytics

Google Analytics installation that allows tracking of user behavior on the website.

### Go Live!

Once revisions and modifications are complete, the website will be updated and go live, and the design project will be complete.

## Your Investment

Please find below our project fees:

The payments will be delivered in three milestones as the project progresses. We anticipate about 3-week turnaround time from concept development to site launch.



## Conclusion

We are happy to present this proposal for your review. If you have any questions or need additional information amended to the proposal, please let us know.

Once approved, we will contact you to schedule a project launch meeting to make introductions and gather all necessary brand assets before beginning the work.

We appreciate your business in advance! [Ready to move forward click here](#)

## The Details

They say the devil are in the details, but we say the devil is nowhere near this proposal. However if you are a nuts and bolts person and want see the details you can [click on this link](#) to take you to our website to view the details.

## Project Proposal Approval

Action Plan/Items to get started with proposal

1. Sign off on online Proposal. *(Approval can be acknowledged via email)*
2. Pay Initial payment. **Total Due: \$150.00 due at signing.**
3. Project Launch Meeting scheduled ASAP.

Action Plan/Items for completion of Phase 1

1. Provide information deliverables from project launch meeting.
2. Participate in testing.
3. Give final approval before publishing website. *(Approval can be acknowledged via email)*
4. Pay for completion of Phase I: Total Due: \$0 due at end of phase 1.

Action Plan/Items to get started with Phase 2

1. Provide information under deliverables on listing of Phase 2.
2. Participate in testing.
3. Provide final approval before publishing changes for Phase 2 *(Approval can be acknowledged via email)*
4. **Payment due of \$ 350.00** after acceptance of Phase 2, with completion of testing period.

Action Plan/Items to get started with Phase 3

1. Participate in final testing and approvals to move forward with go live date.  
Go Live Date (if all items in phase 1 and 2 are completed)  
**Total Due at Go Live \$100.00.**

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I HEREBY ACCEPT this proposal in its entirety and my signature below signifies my intent to enter into this Agreement as outlined in the above proposal. All terms and conditions of this agreement are bound within this written document with the addition of ARAND Video normal terms & conditions. [See T&C's on website](http://www.arandvideo.net) www.arandvideo.net. If there is a conflict in said terms the items within this document will take precedent.

Kirkland A. Smith  
**SOLID ROCK CAFE**

Anthony Randolph  
**ARAND Video Services**

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Print Name & Date:

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Print Name & Date:

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Signature

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