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Web Design and Development Proposal

We have the honor to present to you the following proposed quotation for the Website Design and Development:

Package: PHP 28,000

Scope of Work:

5 Emails Example: support@yourdomain.com

With Content Management System CMS) - Username and password protected.

Mobile-responsive website to match your branding and represent the positive experience of working with your business.

Setting up Contents (provided by client).

* Pictures
* Text Content
* Business Information and location
* Other documents

Easy to use dashboard where you can update, add, edit, and delete content.

Social Media post sharing.

Premium Plug-ins

Chat features

- Visitors can directly send messages using your website.
- Chat directly to FB Page from your website.

User Creation

- The admin user can also create other user profiles inside the admin panel, with a level of access options, like Editor, or Administrator and Moderator

Social Media Integration.

- Easily share pages and posts of your website

1-year technical support.

- We can restore your site FREE of charge, in case something bad happens to your website, like a virus, malware, or adware infection. (applicable in our own webserver)

Gallery Photos or Videos

- Easily post videos and photos in the gallery page inside the admin panel
  (Unlimited Pages)

- Admin can easily create pages inside the admin panel (username and password protected) with User level access options.

Blogs

- The website has its own blog for regular posting of articles for google optimization.

Contact Page

- Visitors can also send messages using a contact form capable of

attaching files docs, and images that directly sends to your email

Email Newsletters

Training for website admin: We'll make sure you know how to make changes on your website. **(We will provide a video tutorial for you)**

Malware/Scanner and remover

- We perform a weekly scanning of your website to make sure the server is clean from malicious scripts injected by potential hackers, if found we will remove them for free.

Social media Header design

- Facebook and Twitter

Ecommerce Functionalities

- **Add to Cart button.**
- **Customer accounts and guest checkout:** Allow customers to register and choose to automatically generate usernames and passwords, or not. Display a returning customer login reminder. Enable guest checkout for those who don't want to register.
- **Inventory management:** Track stock levels, hold stock after an order is cancelled, get notifications for low and out-of-stock items, hide out-of-stock items and more.
- **Order management:** Add customer notes, edit stock manually, mark items you shipped, and manage the fulfillment process.
- **Email templates:** Send notifications to customers at critical stages, e.g., after they make a purchase or when their order is complete. Add shop managers: Give your team access to manage orders and view reports without making them an admin.
- **Coupons:** Give customers coupons for a fixed amount, a percentage off or special offers like free shipping. Offer coupons for their whole cart or certain products.
- **Import and export products:** Add and update product information like name, short description, regular and sale price, and more using a CSV file.

Special Features:

MonsterInsights – Google Analytics (https://www.monsterinsights.com)

- Universal Tracking
- ECommerce Tracking
- EU Compliance
- Outbound Link Tracking
- affiliate Link Tracking
- Enhanced Link Attribution
- File Download Tracking
- Scroll Tracking
- Forms Tracking
- Google AMP Tracking
- UserID Tracking
- Logged-In User Tracking
- Author Tracking
- Post Type Tracking
- SEO Score Tracking
- Published Time Tracking
- Category Tracking
- Tag Tracking
- Focus Keyword Tracking
- Telephone & Email Link Tracking
- Media Tracking
- Hash URL Tracking
- Custom Events Tracking
- Analytics Overview Report
- Customizable Dashboard Widget
- Page Insights in Admin Bar
- Email Summaries
- Real Time Report
- eCommerce Report
- Publisher Report
- Audience Demographic Report
- Behavior Report
- Custom Dimensions Report
- Search Console Report
- Forms Report
- Content Report
- Individual Post & Page Report
- Customizable Date Ranges

- PDF Exports
- Access Control for Custom Reports

Seo Yoast Plugin. (**https://yoast.com/wordpress/plugins/seo/**)
Optimize for keywords, keyphrases, synonyms, related keywords, and all word forms of those

Chat Plugin
Receive visitor chat messages directly from Facebook Messenger

Social Media Banner for Facebook.

Video embedding (youtube, facebook)

Additional Scripts

- **Luzon, Visayas, and Mindanao Shipping.**
- **Can generate invoice pdf, and packing slip.**
- **Social Media Banner for Facebook.**
- **COD, Bank Transfer, Local Pickup, and credit card payment using Paymaya (need a Paymaya business account) or Paymongo**
- **Video embedding.**

HOSTING PACKAGE

- **12 months Cloud Hosting with free domain (net, com, org) Renewable Yearly (12k)**

Maintenance Inclusion:

Malware Scanner/Remover
Monthly Backups

Free Restore
Script Malfunction
Script code updating

1. **Customer Service Assistance**

   - Readily available for any customer (assistance and technical problems)

A. **Duration:**

   Not more than (1) one month upon receipt of down payment.

B. **Payment Terms:**

50% Down payment
30% Demo
20% Upon completion