



WEBSITE  
PROPOSAL & ESTIMATES  
for  
WHITE CONSTRUCTIONS



[emirdesigner.com](http://emirdesigner.com)

BEFORE YOU DIVE IN

# A FEW WEBSITE TIPS

- ① Google is your best friend when it comes to estimating costs. Though I include a sample cost table here, the numbers can vary based on your location, business size, site requirements, and other criteria.
- ② Url. Just as buildings and houses have a street address, webpages also have unique addresses to help people locate them. On the Internet, these addresses are called URLs (Uniform Resource Locators).
- ③ Hosting, (also known as Web site hosting, Web hosting, and Webhosting) is the business of housing, serving, and maintaining files for one or more Web sites. More important than the computer space that is provided for Web site files is the fast connection to the Internet.
- ④ Admin is the role with the highest level of access to your website. Admins can add content on all pages and access all items in the Admin Toolbar. This means that Admins can control site-wide settings like the design of your website and the homepage layout.

LET'S START YOUR PROPOSAL WEBSITE.

# 1 GOALS

## PART I. Meet us online.

- ① The DESIGN of the website “WHITECONSTRUCTION” is proposed, because it is necessary to strengthen its brand identity, and the promotion of its services on the network.
- ② This website will serve as the main platform for all those pages and social media accounts associated with THE COMPANY. Therefore, it will be linked to all the promotion and distribution services that are carried out through the internet.
- ③ It will serve to spread the importance of the brand and therefore attract new customers.
- ④ It helps to will connect with google in the future.

# 2

## TECHNICAL POINTS

# PART II. Platform.

### ① **SSL DOMAIN**

The use of the domain with https security certificate is recommended.

These domains are safer and favor the correct positioning in search engines. To obtain the https certificate, a payment must be made to the domain and/or hosting provider, only the consulting service will be charged for the search for the correct domain.

### ② **HOSTING**

You can affiliate it directly.

### ③ **Basic services to consider on the Web:**

Basic security certificate.

SET UP and design platform.

Image optimization.

Policy for cookies according to the United States Law.

Web design license

SEO Tools basic

# 2

## TECHNICAL POINTS

# PART II. Platform.

### ④ **CONTENT MANAGER**

In order for the Web to be easy to update and maintain, it is proposed to use a friendly and easy-to-use content manager that allows you to create a custom design.

The initial loading of content will be carried out when the project is developed, but once this loading is done, all the new content as well as the possible changes will be considered as new updates and will be previously agreed between the parties, depending on the magnitude of the development.

This content manager, being open source, does not have any license cost. If you will have a maintenance budget to ensure that it is kept up to date and that updates to it are current.

WordPress is only one of the site builders and content management systems users can download and install for free, but it has unique features that make it the most popular content management system in use today.

### ⑤ **Images and photographs**

It is advisable to have your own images of the company. For this, it is recommended to do a photography session at the company's facilities with all the staff. If the company does not have a physical headquarters, it is recommended to use retouched or personalized Internet images with graphic elements of corporate visual identity, to achieve a close image and concept of the company.

FORMAT RECOMMENDED 150 dpi, RGB.

### ⑥ **SOCIAL MEDIA**

In case of having social networks, it is contemplated from the Web, mention will be made of the client's existing social networks and they will be linked to them. It is appropriate to publish the contents of the Web directly on social networks.

PROVIDE THE PROFILES.

# 3

## WEBSITE DESIGN START UP PLAN

# INVESTMENT

There are multiple important components to a succesful website. Below are some typical cost for setting up a small business website. If you decide a web design small studio, this might include multiple services in one package.

WEBSITE, STARTUP BASIC PLATFORM (1year)	
START UP https://us.siteground.com	StartUp 80% OFF + FREE DOMAIN \$2.99/mo. Discounted from \$14.99/mo.
Hosting with Bluehost.com provider. Basic Plan	\$150

SERVICES PROVIDERS by emirdesigner.com VIP PAGE	
Develop/Web design (Four sections, simple form) Social media Links (FB, INSTAGRAM, GOOGLE)	\$2800
Content organization&editing	\$580
Keyword research+SEO setup fo Google	\$300
Legal Documents	\$100

\*Estimation

\*\*all fees are annually. You can affiliate it directly.

Add ons:

Additional pages \$220

Online booking system:

Details to be discussed for quotes

Ecommerce: Details to be discussed for quotes

\*\*The cost of monthly maintenance is optional.

Starting \$75+

\*costs vary depending on website scope and its

licenses

### INCLUDE

Discovery & Research

Website strategy

Builder Design (1 year)

Keyword research

Mobile friendly

SSL security

SEO optimization

Image optimization

Cookies USA Basic plan.

Design platform per one

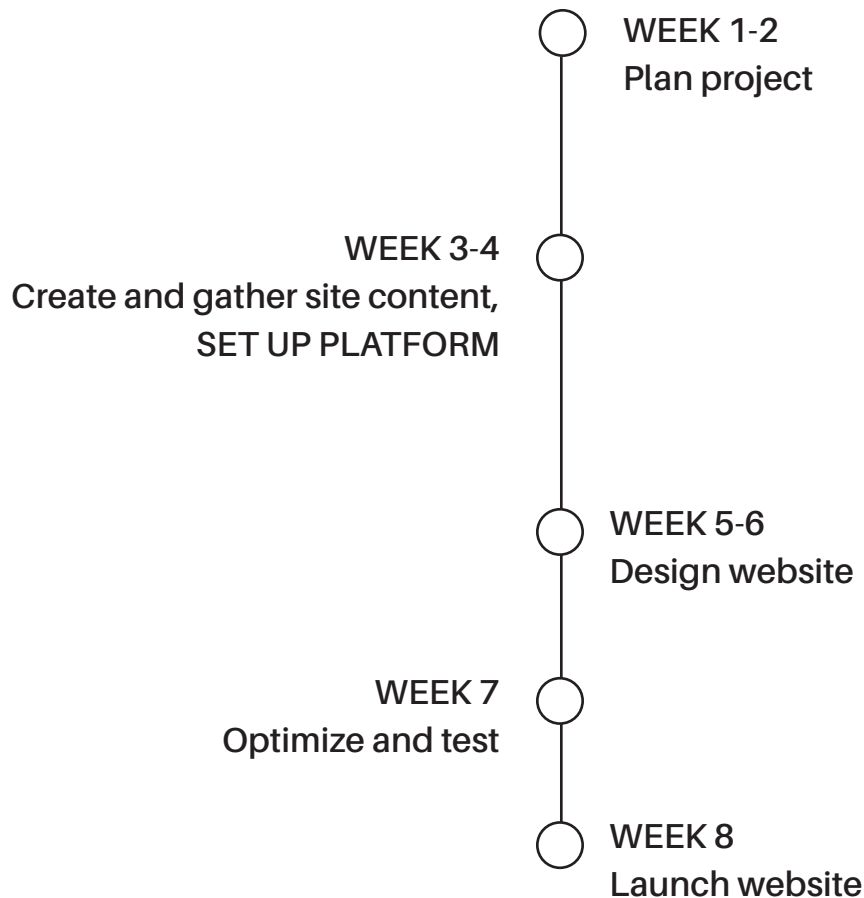
year

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# 4 LOOK AHEAD

## TIME LINE

A timeline helps you maintain realistic expectations when working through each step of the design process. While the timeline will vary depending on how much time you can spend on your website, here's a sample duration to DIY a small business website.



# 4 MAKE A LIST

## ACTIVITIES

By giving ourselves a clear to-do list, we can focus on one important task at a time and avoid feeling overwhelmed. This list assumes we create the website by yourself.

We can use this list to communicate a check progress.

PHASE	TASK	DEADLINE	DONE
Planning	Assemble project team	.....	<input type="checkbox"/>
	Auditing existing site	.....	<input type="checkbox"/>
	Conduct customer research	.....	<input type="checkbox"/>
	Find inspirational sites	.....	<input type="checkbox"/>
	Create moodboard	.....	<input type="checkbox"/>
	Define sitemap&flows	.....	<input type="checkbox"/>
Gathering Content	Outline page structure & CTA	.....	<input type="checkbox"/>
	Write copy	.....	<input type="checkbox"/>
	Gather images	.....	<input type="checkbox"/>
	Optimize lead magnet (if applicable)	.....	<input type="checkbox"/>
	Acquire legal documents (privacy polices, terms & conditions)	.....	<input type="checkbox"/>
		.....	<input type="checkbox"/>



PHASE	TASK	DEADLINE	DONE	
Design & Content	Choose a template	.....	<input type="checkbox"/>	
	Customize page layout	.....	<input type="checkbox"/>	
	Upload content	.....	<input type="checkbox"/>	
	Pick a color palette & fonts	.....	<input type="checkbox"/>	
	Style buttons and links	.....	<input type="checkbox"/>	
	Embed links and buttons	.....	<input type="checkbox"/>	
	Connect with social media	.....	<input type="checkbox"/>	
	Connect with 3rd-party software	.....	<input type="checkbox"/>	
	Check site security	.....	<input type="checkbox"/>	
	Optimize mobile design	.....	<input type="checkbox"/>	
	Configure SEO settings	.....	<input type="checkbox"/>	
	Test & Launch	Connect domain	.....	<input type="checkbox"/>
		Test forms & checkout flow	.....	<input type="checkbox"/>
Publish site		.....	<input type="checkbox"/>	
Set up Google Analytics		.....	<input type="checkbox"/>	
Submit site map to Google Search. Console & Bing Webmaster Tools		.....	<input type="checkbox"/>	
	Share website link on social media	.....	<input type="checkbox"/>	

# 5 IMPORTANT

- All prices do not include Tax.
- Estimate valid for 30 days.
- The delivery time will depend on the time of the delivery dates of material and revisions of the application by the client. Check availability.
- Your company and business data will be treated confidentially and professionally, they will only be used in project management.
- No exclusive contract is included in your sector and/or any other.
- For advanced custom designs please request a quote. If you have any special requirements, please contact us, it may not be included
- Does not include photo shoot, high resolution or non-free royalty photos, video, content translations, or data migration. The language that is included by default is English. If you require any additional or special translations, please request a quote.
- The customer is solely responsible for the use made by the customer with the products and services delivered. We are not in charge, nor do we manage, nor are we responsible for the operation and/or administration of the client's business. The client is solely responsible for ensuring that their business complies with the laws of the United States and/or those of other countries, as the case may be.
- Once the services have been delivered, the client has the obligation in the first 30 days to make a general review of the products and services and to send in the case of any error in the operation that it detects, once notified in writing of said error, we will contact you to proceed. to correct it.
- Clarification: A configuration change, data update or content changes are not considered errors in the operation. After that time, it will be at the discretion of emirdesigner.llc to consider whether an extra charge will be made for that service.
- In the footer of the page are the credits and link to [emirdesigner.com](http://emirdesigner.com) and the year of completion.
- In case of you not wanting to contract the services of emirdesigner for maintenance, the client is the responsible for the proper functionanig of his site.
- The payment is 50% to start and 50% to the end.