



101 MANAGEMENT INC

North Beach Village Resort Proposal

Website Design & Development - \$7,000

Creation of a properly structured, mobile responsive, and search engine optimized WordPress website for North Beach Village Resort, with up to 30 pages.

Phase 1 Deliverables: Website Planning & Design

1. Gather content including sitemap, images, and copy
2. Design concept provided to client for approval
3. Install WordPress platform and new database on a staging location
 - a. Existing website will remain live until the launch of the new website

Phase 2 Deliverables: Beta Website

1. Website designed and programmed with all necessary content
 - a. Up to 30 pages, Blog, Events section, and integration for Special Promotions pop up
 - b. Stock photography included if needed from shutterstock.com
 - c. Copy provided from existing website, and optimized by 101 team if needed
2. All plugins and modules integrated
 - a. Hotel Bookings will take place via the FrontDeskAnywhere iframe
 - b. Security plugins for spam blockers and hackers
3. All forms installed and integrated
 - a. Contact forms: General, Events/Weddings, Residences
 - b. Newsletter sign up
4. Content revisions by client (up to 10 rounds)

Phase 3 Deliverables: Quality Control & Launch

1. Multi browser check



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2. Beta test and checks on all forms and plugins
3. SEO data configured and structured
4. Logins and training provided to client if needed
5. Sign off on website from client
6. Website launch on client domain and server

Search Engine Optimization - *Included in Website Development*

1. Installation of Google Analytics tracking code
2. Optimization of website meta data, code structure, and alt image tags
3. Submission of sitemaps to search engines
4. Final SEO review/scan before going live

Project Schedule & Terms

Timeline: Up to 8 weeks

Website Design & Development will be completed within 8 weeks of the start date, assuming all materials and requests from the client are received at least 1 week before the delivery date. Any additional requests made in Phase 2 for changes to the overall design or development may affect the project schedule. After completion and launch of the website, any major programming or design requests will be billed on a per project basis at \$50/hour.

\$3,500 (50% deposit) is due before the start of the project schedule for services. The final payment of \$3,500 is due before the launch of the website, or within 4 weeks of 101 Management's request for final edits.