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PROJECT PROPOSAL

Project ID: OTC001

Web Design & Development

Prepared for

Oakham Town Council

Hayley McHugo

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Issued & Valid

Proposal Issued :

07.02.25

Proposal Valid :

30 days

Statement of confidentiality

This is for your eyes only. If you misplace this by accident and it falls into the wrong hands you will be fully responsible. If you lose this document we will have no choice but to send our digital ninjas to destroy your digital systems. You have been warned.



RUTLAND
WEBDESIGNER

PROJECT PROPOSAL

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About Us.

We are a team of multi-skilled and curious digital specialists who are always up for a challenge and continually learning in this fast changing landscape.



We love what we do

We work in an industry that is changing every day. What we learnt last week has to be updated this week.

Producing notable, original work requires more than a strategy, beautiful design and well structured development.

Remarkable work is created only when together, we put your ideal client at the heart of what we do.

We do what we love

Our services are focused around what we love doing the most.

- Building amazing websites
- Improving organic rankings
- Crafting beautiful design for web and print

Proof in the pudding



241
LIVE WEBSITES




51
NO. 1 RANKING KEYWORDS




5
CERTIFICATIONS WITH GOOGLE & ADOBE

Our Team.


We are updating this proposal as there are now 8 of us part of the team, until then main people you will be working with during the project are listed below.




Nitesh Bhundia
Creative Director



Emma Harkins
Assistant Extraordinaire



Emilian Bogdan
Website Developer



Hiren Patel
Website Developer



Tirth Gajjar
UI UX Designer



Bhaumik Prajapati
Hosting Manager

Our Services.

We offer a variety of services and to keep it simple we charge the same rate per hour for all of them.

DESIGN



Design Concepts

Before any project starts we will go through a concept stage where we will present 3 design concepts to feedback and refine.

£75 p/h



Web Design

We can design and build you a brand new, up to date and modern website for your business to gain more traction and increase sales.

£75 p/h



Mobile App

We can design and build an app with the functionality and design you want and more. Deployed on the App store and Google Play.

£75 p/h

DEVELOPMENT



Web Development

Writing clean and light code is essential to a fast loading website.

£75 p/h



SEO Analytics

Without measurement there is no way to quantify success. Using data we will continually improve your website.

£75 p/h



Updates & Adhoc

Regular updates are essential, for which we offer monthly plans. Adhoc requests are always welcome.

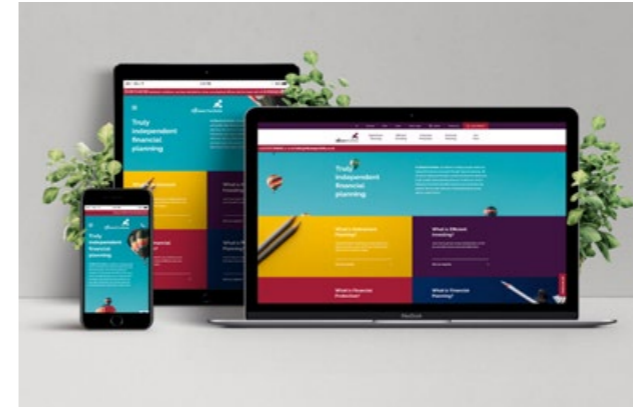
£75 p/h

Our Work.

Our focus is clients we enjoy working with. Find below a selection of our favourites.

01

EFFICIENT PORTFOLIO WEBSITE DEVELOPMENT // ON GOING



Efficient Portfolio is headed by Charlie Reading an inspiring and driven individual that I suspect has discovered the art of cloning... We started working with Charlie and the team a few years ago now and have collaborated beautifully to create some amazing tools to help you plan for your future.

02

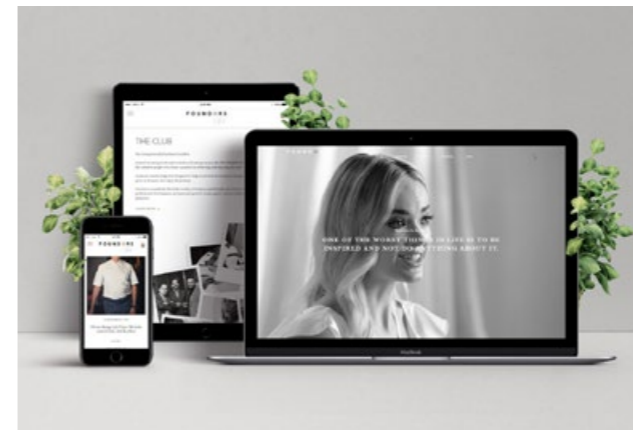
RUTLAND PLASTICS WEBSITE DEVELOPMENT // ON GOING



Rutland Plastics is one of the largest employers in Rutland and we redeveloped their site and manage an ongoing organic SEO campaign. The majority of time on this project was spent discussing how to funnel their different client types to the correct department. We are also going to build a fully immersive virtual tour of their factory.

03

FOUNDXRS CLUB WEBSITE DEVELOPMENT // ON GOING

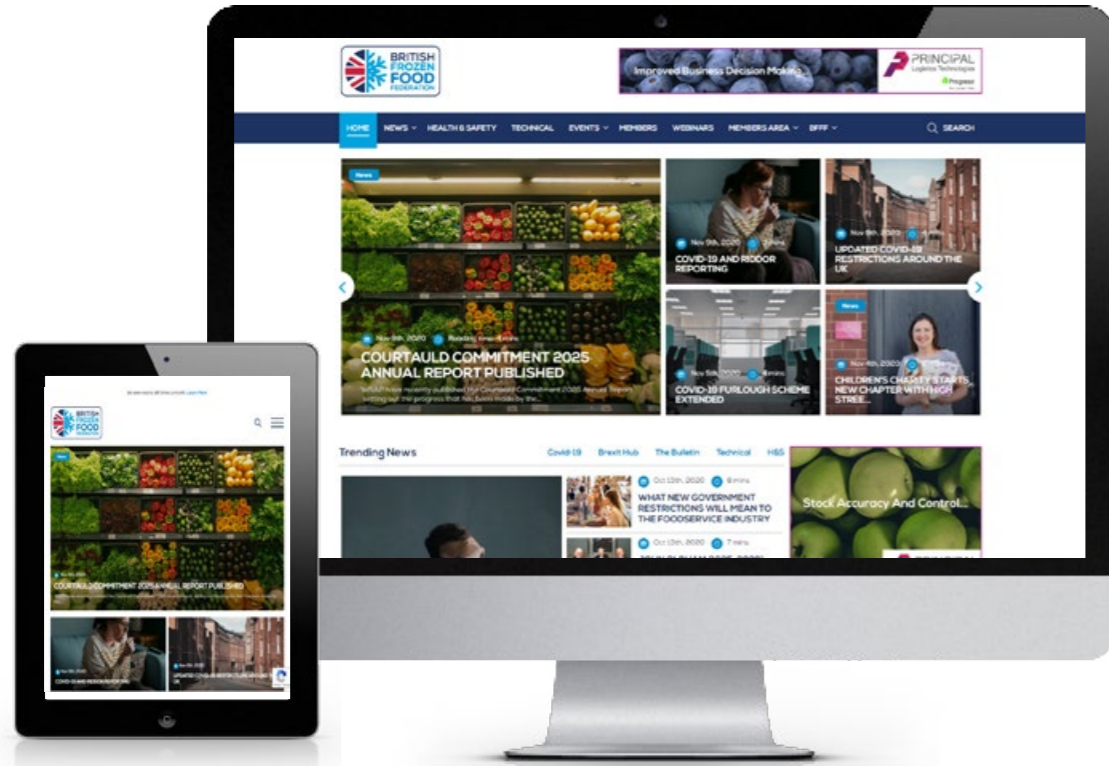


An exclusive members only club required an online presence that created the right feel to attract new members and engage existing members.

It is a clean, modern and beautifully simple site. This level of design takes time care and dedication.

Case Study.

THE BRITISH FROZEN FOOD FEDERATION



CHALLENGE

- Full responsive framework
- Huge database migration
- Admin CRM software and database management
- Different membership levels and access
- Seven different custom post types
- Podcast and webinar functionality
- Dynamic advertising banners
- Ecommerce with Apple pay and Google pay

SOLUTION

A bespoke and custom theme allowing all the challenges to be addressed and resolved. A unique resolve building a CRM system reducing their monthly fees by integrating everything within the admin area of the website. Google analytics goals, events and actions added to clearly measure success of the website.

TESTIMONIAL

"The design, user experience and functionality of the website I am absolutely happy with and the best move I have made since coming into the BFFF is to use The Rutland Webdesigner. Nitesh listened and gave his professional advice to make sure the user experience was optimal. Nitesh and his team have their 'finger on the pulse' in terms of user experience and technologies and always asks if I would like to try something new and compare metrics of usability which, as a marketer, I enjoy exploring and always welcome.

I am going to say the generic testimonial response of 'Nitesh went above and beyond to get the job done' which is exactly what he and his team did, but I don't feel like it does his efforts justice. The Rutland Webdesigner managed to pull off one of the biggest sites I have ever managed in a very short amount of time and was prepared to pull in extra resources in order to get the job done, which I truly commend."

- Harry Hinks Digital Membership & Marketing Manager

Our Added Extras

All items below are included as standard in each and every one of our projects.



PROFESSIONAL TEAM MANAGEMENT

At every stage of the project you will have one dedicated point of contact



30 DAYS FULL LAUNCH SUPPORT

We will remove the 'What ifs' by providing FULL support fixing any gremlins that may occur after launch.



SPEAK TO A HUMAN

Like you, we understand the personal touch. You will NEVER speak to a robot or have to submit a ticket.



ONGOING SUPPORT

We are always here to help and ensure you get the most out of your new website.



ANALYTIC GOALS

Recently certified, we want to ensure your goals, events and actions are correctly setup for launch.



MONTHLY MEETINGS TO REVIEW PROGRESS

How else can we track the success and return on your investment? Split testing and dissection of analytics.

Project Description.



“ We believe success comes from passion and hard work”

PROJECT OVERVIEW

To create a new website for Oakham Town that allows local residents and visitors to the town see what's on, which shops to visit and get involved with local events.

It will also operate as a multi purpose marketing platform allowing those independent shop keepers that don't have a website to be able to populate a page with their details allowing greater exposure and a magnified sense of community within the town of Oakham.

The ultimate goal is to create a platform that engages, educates and increases spend in the town through awareness of retail opportunities and events.

A full design meeting to define the website architecture is the next step.



PROJECT GOAL

To create a new website site that looks and works beautifully on all devices increasing engagement and conversion. Ultimately capturing emails and allow you to re-market to your ideal client.



PROJECT OBJECTIVES

- Engages visitors and converts
- Fully responsive framework
- Detailed Analytics
- Raise awareness of our USP's
- Maximise every opportunity
- Create capture tools



DELIVERABLE

A WordPress website with, custom built theme, integrated analytics, beautiful design and optimised on site SEO.

Project Specification.

STEP 01 MARKET RESEARCH

We take marketing and research very seriously. This is actually the part of the project that helps construct the wireframe of the website ensuring the optimal customer pathway is considered and implemented.

STEP 02 DESIGN & DEVELOPMENT

The fun bit! Creating something beautiful that engages and educates. Taking front end design flows (created in Adobe XD) that once signed off goes into development in code. We ensure our code is clean, light and easy to tweak.

STEP 03 SETUP & IMPLEMENTATION

The setup process normally only takes 24-48 hours but we always allow 3 working days to ensure the live site is glitch free and various screen sizes are tested. Below are the three steps to implementation:

- Checking entire site on our server
- Your hosting provider details
- Transfer site files and database setting the site live. (This final step is completed after payment of outstanding).

STEP 04 EVALUATION & MAINTENANCE

This is a post launch process during which any final bugs are resolved. It is also the time during which we can discuss to what extent you require monthly maintenance.

Project Budget Breakdown.

If you have skipped straight to this page or the next, shame on you! We understand that cost is one of the most important factors in making a decision for a new website, that's why we break down where every hour will be utilised.

We include an additional 10 hours of design and development tweaks with every project which is not included in the breakdown below.

01. MARKET RESEARCH

• Research current competitors	2 hours
• Research market leaders	2 hours
• Research ideal client pathways	1 hour

02. DESIGN & DEVELOPMENT

• Webdesign wire framing and digital design	10 hours
• Website development	15 Hours
• Testing and keyword integration	5 hour

03. SETUP & IMPLEMENTATION

• Responsive checks	2 hours
• WCAG compliance	2 hours
• Code audit and speed checks	1 hour

04. EVALUATION

• Live testing, form tests and email configuration	2 hours
• Review and final tests	2 hours
• Migrate to server - Including all current content	1 hour

Our Packages.

We like to offer a variety of packages that we feel will benefit your business and allow you to pick and choose elements that you feel are most essential now.

PACKAGE 01

£3,375

This package includes:

- Market Research
- Design & Development Setup & Implementation
- Maintenance and report



PACKAGE 02

£5,425

This package includes everything above and also the additional components below:

- Brevo account creation and integration
- Custom CMS for Business Owners
- 5000 Flyers for business owners to promote the platform



PACKAGE 03

£12,750

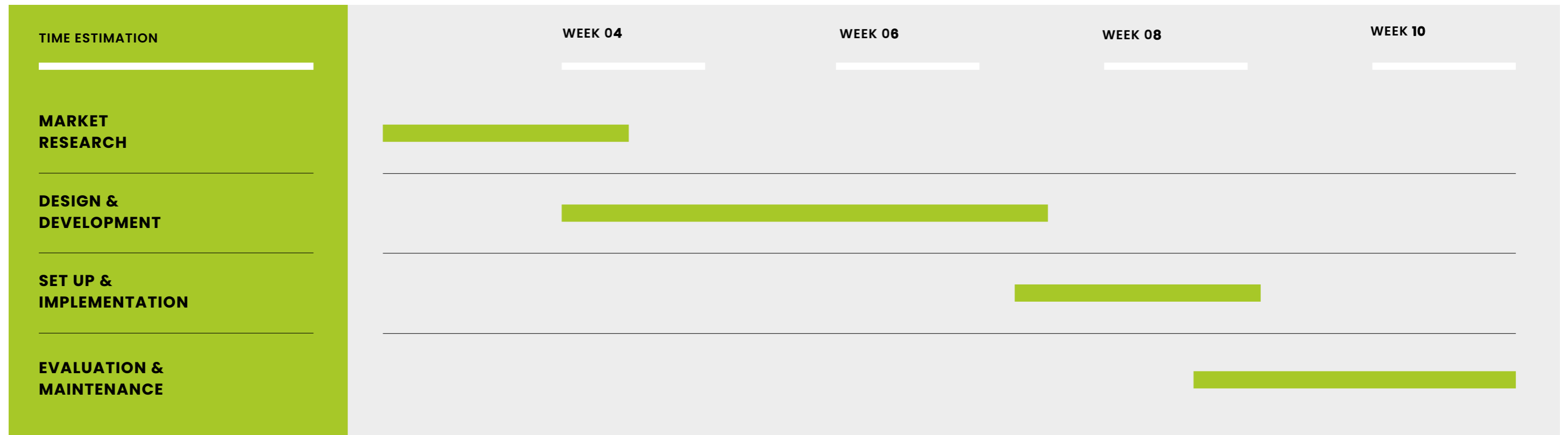
This package includes everything above and also the additional components below:

- QR Code and window stickers for platform x 300
- External Projecter Linked to Events API - Shopfront Marketing
- Management of listings and content (10 events PCM for 1 year)
- 360 interactive video of big event in Oakham



All prices are +VAT

Project Timeline.



01

MARKETING AND RESEARCH

We take marketing and research very seriously. This is actually that part of the project that helps construct the wireframe of the website ensuring the optimal customer pathway is considered and implemented.

02

DESIGN & DEVELOPMENT

The fun bit! Creating something beautiful that engages and educates. Taking front end design flows (created in Adobe XD) that once signed off goes into development in code. We ensure our code is clean, light and easy to tweak.

03

SET UP & IMPLEMENTATION

The setup process normally only takes 24-48 hours but we always allow 5 working days to ensure the live site is glitch free and various screen sizes are tested. Below are the three steps to implementation:

- Checking entire site on our server
- Your hosting provider details
- Transfer site files and database setting the site live.

As your site is so large we have allocated 1 entire week to this process in the schedule above.

04

EVALUATION & MAINTENANCE

This is a post launch process during which any final bugs are resolved. It is also the time during which we can discuss to what extent you require monthly maintenance.

Terms & Conditions.

We have very simple terms because all our partnerships are based on trust.

YOU GROW, WE GROW.



ACCEPTANCE

My team and I would love to work on this project with you. Therefore once you have decided we are the agency you want to work with simply send me an email confirming your interest and I will send an invoice for deposit and a reiteration of these terms.



YOUR TEAM

For an efficient project we have found through experience that having one point of contact is the best way to ensure queries are answered promptly. There will be stages in the project which will require multiple members of the team to feed-back. These meetings will be planned in advance.



PAYMENTS

50% upfront then 25% when the design is signed off and the remaining 25% on live review.



COMMUNICATION

The essential ingredient to a successful project. I won't go into this anymore as you are experts in this field, dealing with the biggest purchase most people make in their lives.



MATERIALS

All provided content and imagery must be royalty free. If anything is found not to be, it is your responsibility and my company will not be liable for any costs incurred.



CANCELLATION

This has only happened once in 15 years but should you decide to cancel the 50% deposit is non-refundable.



“ Imagination is more important than knowledge. Knowledge is limited. Imagination circles the world.”

- Albert Einstein

Statement of Work

1

Introduction

We shall be designing, developing and deploying a new website for your business.

2

Purpose

What is the reason for the project.

3

Scope

What needs to be done in the project and what process will be used to do it?

4

Where

We are proud to confirm are design process and deployment is completed in our offices in Uppingham.

5

Tasks

Break down the scope of the project into smaller tasks that are needed to complete the work.

6

Milestones

- Architecture & Wireframe
- Front end Adobe XD design
- Live prototype
- Launch

7

Deliverables

HTML and CSS files to add to current platform

8

Schedule

A full schedule breaking down key components and responsibilities will be provided when the project has started.

9

Standards & Testing

We try where possible to comply with all the latest WGAC 2.0 guidelines. Full testing is completed pre-launch.

10

Success

Completion of the brief to a standard that considers the core project goals complete.

11

Requirements

Any necessary certification or licenses will be agreed at the start

12

Payments

50% deposit is required at the start of any project, with 25% upon sign off of front end design and 25% before setting live.

13

Other

All provided content and imagery must be royalty free or paid for. If anything is found not to be, it is your responsibility and my company will not be liable for any costs incurred.

14

Close

Upon hand over a USB stick with all site files, database back up and artwork will be provided.

Our Process

1

Brief

Agree brief & pay 50% deposit.

2

Meeting

Arrange meeting to confirm site architecture and ideal client (Market research).

3

Wireframe

Present wireframe architecture and web tree for website.

4

Homepage Wireframes

Within 5 days upon sign off of web tree homepage wireframes will be designed for review. (Start of design process)

5

Content

All content provided by you the client, this includes imagery, text and anything else required.

6

Homepage Design

Presentation to go over the Homepage design and gather feedback.

7

All Other Pages Designed

Once the homepage is signed off all other pages will be designed for further review.

8

Sign Off and Development

All front end design signed off and sent to development. (25% required)

9

Review Functional Site

Review functionality of website and make sure everything is working.

10

Deploy Site

The site is deployed to our live server.

11

Post Flight Checks

Check for any

12

Payment of Outstanding

To pay the outstanding amount agreed at the start of the project for the work done.

13

Website Set Live

Set live and provide 30 days full support.



LETS MAKE SOMETHING AMAZING

YOU GROW, WE GROW.

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Online

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A short story

"If you realise that all things change, there is nothing you will try to hold on to. If you are not afraid of dying, there is nothing you cannot achieve." Laozi

Bank Details

We ask for 50% up front before we start the project.

Bank: ANNA

Account Name: The Rutland Webdesigner Limited

Account Number: 0738 5834 **Sort Code:** 23-11-85

Ref: OTC001