

moth to  
**FLAME**

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Acumera web design consultation proposal prepared by Moth to Flame

Proposal Number: ACUMERA-1a

Prepared for: Acumera

Prepared by: Moth to Flame

# CONFIDENTIALITY AND NON-DISCLOSURE

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## INTRODUCTION

On behalf of the entire team here at Moth to Flame, I want to thank you for the opportunity to earn your business and we appreciate being able to put this proposal in front of you today. Below you'll find details regarding the functionality of your future website, our web design process, and project pricing.

At Moth to Flame, we believe in standing out. We stand out as a web design company by insisting on pushing the boundaries of website performance, and by delivering work of the highest quality on-time and on-budget. We are creators, we are drivers, we are by the numbers. Our sites are built to grow your business, drive your web presence, and elevate your brand above the online clutter.

There are no second chances at a first impression and with a website that has aesthetic visuals and smooth technology your customers will take notice. We want you to rise above your competitors and stand out among the online crowd. After all, our clients' satisfaction is what keeps our doors open, and helping you stand out is the best way to make sure you're completely satisfied.

Thanks again for the opportunity and I look forward to working for you!

A handwritten signature in black ink, appearing to read 'Daran H.', with a long horizontal flourish extending to the right.

Daran Herrman

Director of Online Marketing

# YOUR WEBSITE

After reviewing your RFP, we've developed a vision for your website that we feel will greatly improve your overall branding, expand your digital marketing efforts, and increase the volume of leads generated for your sales team.

There are a few key features that we'll build into your site, which we feel are important given your needs:

- 100% Responsive, Mobile Friendly Design
- Seamless Integration with AcuVigil
- Increase Conversion Rate of Leads Generated via Various Forms
- Increase Amount of Demo Requests
- Enhance Newsletter Process
- Blog Functionality and Templates
- Integration with a Marketing Automation Platform
- Drag and Drop Page Builder on Backend for Ease of Updating Website
- Training and Instructional Videos on Updating Website
- SEO Optimized

# OUR DEVELOPMENT PROCESS

We take a structured approach to web design. Our development process was created to ensure every project is delivered on-time and on-budget. Once your web design project kicks off here's what to expect:

## **Initial Planning**

The first order of business is to meet with your team to understand Acumera's needs and create a detailed set of design and technical specifications. These specifications serve as a roadmap for the rest of the web design process. We then plan out the architecture of the site including navigation, new functionality and design.

## **Wireframing / Examples**

Wireframes and examples are your first chance to visualize your website. While they're not nearly as detailed as the final site will be, they give us a visual representation of the site's overall layout.

## **Mockups**

This is the phase that your website starts to come to life. The backend of website and new theme is installed. We add color and a bit more detail to the initial wireframes, giving us a stronger visual representation of the final product.

## **Development**

This is where the bulk of the website development occurs. We finalize your site's copy, graphics and setting up your website's analytics and get to work performing SEO and competitive research.

## **Testing**

Your website is in its final stage. Our Quality Assurance team will get to work testing your site's performance and reliability. We'll use various tools to benchmark your site for loading, responsiveness, and speed, while also ensuring that it works reliably and seamlessly on all web browsers and mobile devices.

## **Training & Deployment**

Acumera employees will be trained on how to do basic updates to the website including updating home page, news and blog posts. The final website being fully designed, functional and approved will go live.

# **TECHNICAL VOLUME**

## **I. Usability and Accessibility Standards**

The site will be built according to W3C/WCAG 2.0 AA web standards using clean and semantic markup. The website will be fully responsive with a design that adapts to the screen size of the visitors device. The site will also be retina ready for devices with retina or other high-resolutions. Any slideshows for are also touch enabled and hardware accelerated, which means they work seamless on mobile device like an ipad or iphone. It will be cross-browser compatible (FireFox, Safari, Chrome, IE8, IE9, IE10, IE11.) The site will be able to be translated in any language or multiple languages including RTL functionality (right to left reading.) For users that cannot use a mouse, including many older users with limited fine motor control, the site will provide full functionality via a keyboard. All images will have effective 'alternative text' for users that cannot see and use a screen reader that reads aloud the information on a page, including the alt text for the visual image. The site is fundamentally designed to work for all people, whatever their hardware, software, language, culture, location, or physical or mental ability.

## II. Technology Information and Specifications

The site will be built on the content management system Wordpress, which is based on PHP and MySQL. Wordpress has a robust plug-in architecture and the use/creation of plug-ins will be based off the 'Initial Planning' phase of our web development process. The site will also be built on HTML5 and CSS3 with jQuery enhancements.

# PRICING

We have two different pricing options for this project: monthly subscription or one-time flat rate. Both options we will create a mobile friendly and SEO ready WordPress website. The subscription service adds ongoing SEO services, landing pages to be created each month, regular access to our support team regular that can be used to update the website with blogs, newsletters, events, custom graphics for promotions and more.

Flat Rate	Monthly Subscription
Multiple Page Website	Multiple Page Website + SEO Services
<b>\$ 9499</b>	<b>\$ 1149</b>
ONE TIME	PER MONTH
<input checked="" type="checkbox"/> Mobile Optimized Website Design	Monthly Support Time: <b>240 Mins</b> SEO / Landing Pages: <b>2 / month</b> SEO Website Promotion / Link Building: <b>40+ / month</b> Ad Budget Included: <b>\$100 / month</b>
<input checked="" type="checkbox"/> SSL Website Security	<input checked="" type="checkbox"/> Mobile Optimized Website Design
<input checked="" type="checkbox"/> Google Analytics Reporting	<input checked="" type="checkbox"/> Uptime and Security Monitoring
<input checked="" type="checkbox"/> Daily Website Backups	<input checked="" type="checkbox"/> SSL Website Security
<input checked="" type="checkbox"/> Website SEO Optimization	<input checked="" type="checkbox"/> Professional Analytics Reporting Dashboard
	<input checked="" type="checkbox"/> Monthly Site Review & Strategy Session
	<input checked="" type="checkbox"/> Daily Website Backups
	<input checked="" type="checkbox"/> Keyword Research & Analysis
	<input checked="" type="checkbox"/> Website SEO Optimization

## Web Design & Ecommerce Portfolio

We've developed sites from a range of companies at every stage of development from the Fortune 500 to non-profits to side hustles.

- <https://bcrc.org/>
- <https://www.nopainnochampagne.com/>
- <https://info.globalresale.com/>
- <https://www.lillalane.com/>
- <http://vaultspace.com/>
- <http://seelyproperties.com/>
- <http://arrowdirect.com/>
- <https://globalresale.com/>
- <https://fayettecountyems.org/>
- <http://catrac.org/>
- <http://www.used-pcs.com/>
- <http://coloredlion.com/>
- <https://goboto.com/>

## Clients



## Next Steps

Let's make something great together! Let's jump on a call or meet in person and go over our proposal and your needs. Contract will follow after approval of the proposal.