

2025 IFP Motion Solutions Inc. Web Design Consultation
Proposal Prepared by Goboto

Proposal Number: IFP-1a

Prepared for: IFP Motion Solution Inc.

Prepared by: Goboto

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INTRODUCTION


On behalf of the entire team at Goboto, I want to express our sincere appreciation for considering us for your web design needs. We are excited about the opportunity to once again collaborate with IFP Motion Solutions Inc. and look forward to presenting our vision for your new website.

At Goboto, we specialize in building high-performing websites for B2B companies, helping businesses like yours transform their digital presence into a powerful tool for growth. With extensive experience designing and launching hundreds of successful websites, we understand the critical role your website plays in establishing credibility, driving leads, and supporting your long-term business objectives.

Our approach is not just about design—it's about strategy. We create websites that are visually compelling, user-friendly, and engineered for conversion. From seamless navigation to lead-generation tools, every element is designed to enhance your brand's visibility and impact.

In the proposal below, you'll find a detailed overview of our web design process, the key features of your new site, and transparent pricing. We are committed to delivering a site that not only meets but exceeds expectations, ensuring it is launched on time, within budget, and optimized for success.

We appreciate the opportunity and look forward to working together to bring this vision to life.

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

Daran Herrman
Founder & CEO

IFP'S NEW WEBSITE

After a comprehensive evaluation of your existing website, development website and a competitive analysis of industry leaders, we have developed a strategic vision tailored to elevate your brand, communicate your expertise, and drive measurable business results. Our approach is designed to strengthen your positioning through a high-impact digital presence that engages prospects, builds credibility, and generates leads.

With a proven track record of delivering over **200 successful website projects with a 100% completion and launch rate**, we bring the expertise needed to ensure your site is not only visually compelling but also strategically built for performance.

Key features of your new website will include:

- **Responsive & Mobile-Optimized Design** – Seamless browsing experience across all devices.
- **Multilingual Capabilities** – Expands your reach with built-in translation options.
- **Lead-Generating Landing Pages** – Designed to convert visitors into qualified leads.
- **Performance & Speed Optimization** – Faster load times for better user experience and SEO.
- **Case Study & Content Management System** – A structured platform to showcase your expertise, solutions, and industry insights.
- **User-Friendly Drag & Drop Page Builder** – Easy content updates without technical expertise.
- **Training & Instructional Videos** – Empowering your team to manage and maintain the site effectively.
- **SEO & Search Visibility Enhancements** – Optimized for better rankings and increased organic traffic.

We are committed to delivering a website that not only meets but exceeds your expectations, providing a powerful digital foundation that supports your business growth. We look forward to bringing this vision to life.

OUR DEVELOPMENT PROCESS

At Goboto, we adopt a systematic approach to ensure every web design project is executed flawlessly, delivered on schedule, and within budget. Here's what you can expect once your project commences:

Initial Planning

Our first step involves a collaborative meeting with your team to comprehensively understand HeartGift's specific needs. We will establish a detailed set of design and technical specifications that will guide the subsequent phases of the web design process. During this phase, we outline the website's architecture, including navigation paths, new functionalities, and overall design aesthetics.

Wireframing and Prototyping

Early visual concepts of your website are developed through wireframes and prototypes, providing a skeletal outline of the site's layout and functional elements.

Design Mockups

During this phase, we bring the preliminary designs to life. We install the back-end systems and integrate a new visual theme. Detailed designs are added to the initial wireframes, enhancing them with your brand's colors and graphical elements to give you a realistic preview of the final product.

Development

This stage is dedicated to finalizing the website's content, graphics, and integrating analytics tools. Our team also conducts extensive SEO and competitive analysis to ensure optimal performance. The primary web development efforts occur here, where all elements begin to function together seamlessly.

Testing

In the testing phase, our Quality Assurance team rigorously evaluates the website across multiple dimensions such as load time, responsiveness, and speed. We ensure the site performs reliably on all web browsers and mobile devices, delivering a smooth user experience.

Training & Deployment

To empower HeartGift's team, we provide comprehensive training on managing website updates. Customized training videos will cover essential tasks such as updating pages, posting blogs, editing text, and managing multimedia content.

Launch

With the final touches in place, the website is ready to launch. It will be fully functional, visually appealing, and optimized for user engagement and search engine visibility.

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. Slideshows are also touch enabled and hardware accelerated, which means they work seamlessly on mobile devices like an iPad or iPhone. It will be cross-browser compatible (FireFox, Safari, Chrome, IE, Edge) 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

Multiple Page Website
<div>\$ 34,999</div> <div>FLAT PROJECT RATE</div>
<div>✔ Mobile Optimized Website Design</div>
<div>✔ SSL Website Security</div>
<div>✔ Google Analytics & Performance Tracking</div>
<div>✔ Advanced SEO Optimization</div>
<div>✔ Video Training</div>
<div>✔ Case Study & Content Management System</div>
<div>✔ Built-In Translator & Multilingual Capabilities</div>
<div>✔ Performance & Speed Optimization</div>
<div>✔ User-Friendly Drag & Drop Page Builder</div>

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.