

Kruse Solutions, LLC

Design Proposal for stdanielclarkston.org

St. Daniel Catholic Community

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Executive Summary

Thanks for St. Daniel Catholic Community's interest in Kruse Solutions Web Design Services. We take pride in our work and hope we'll soon be working together. To get an idea of what we can do, have a look at a few sites in our [online showcase](#).

Features. Your proposed website will be built on the WordPress platform, giving you an easy-to-use Content Management System (CMS) which allows for quick changes to the site content after the build. Your site will also be mobile responsive, so it will look good on smart phones, tablets, and desktops.

Your website will include the following base package and add on features:

- Premium Themed Package
- Annual Website Maintenance
- Page Content (Data entry), 30 Pages
- Events Management

Design Process. Our sites are built and designed according to best-practice methods, utilizing tried-and-tested technologies that meet the highest standards. We have evolved our phased design process to consistently deliver high quality sites on schedule. The five phases include: [1] Data Gathering, [2] Design (custom packages only), [3] Build, [4] Quality Testing, and [5] Installation.

About Us. Your site will be built by a dedicated team that includes a project coordinator, a web designer/developer, and a QA professional. These core resources can draw from a pool of seasoned senior design and technical staff as required. With a team of over 50 designer/developers/QAs, our skill set is both deep and broad.

Price. The total fixed price is 5460 USD. This include design, development, quality testing, and installation of the site as described in this proposal. Features or services not described in this proposal may incur additional costs.

Your Data & Pricing

No.		
1	Premium Themed Package	
	The Premium Theme package opens up our very own, in-house theme gallery to use for the website build;www.marketinghelper.net. Our themes are professionally designed using powerful frameworks that allow for a lot of customizability. It's possible to change out colors, widget areas, and more importantly, it allows for the addition of functions that would otherwise be unavailable with the Standard Theme package.	
2	Annual Website Maintenance	
	Get up to 4 hours of Web design support every month, for 12 months. Perfect for all those frequent jobs essential to keeping a site fresh, like adding content, WordPress updates, logo change, etc. Plus a 24 hour response time guaranteed!	
3	Page Content (Data entry), 30 Pages	
	Data entry of current site content through the WordPress Content Management System, using an already existing page layout. This includes things like adding blog posts, pdf's, images, and new pages in the navigation (provided that we copy an existing page's layout).	
4	Events Management	
	Events Management	
	Total Cost (USD) :	5460
	Final Payment (USD) :	5460

Feature Details

Package

Content Scope

- Template Pages, 2
- Content Pages, up to 10

WordPress Installation and Configuration

- Development Server Setup and Configuration, Included
- WordPress Installation and Configuration, Included
- WordPress Theme Installation and Configuration, Included

Theme Styling

- Image Optimization, Included
- Stock Photo Sourcing, cost + 15%
- Logo Change (Client Provided), Included
- Color Scheme Change, Included
- Background Setup, Included
- Theme Setup, Included

Page Content Integration

- Text Content Integration (Style formatting), up to 10 pages
- Image Integration, up to 20 total
- Video Embedding (YouTube, Vimeo), up to 3 total
- Misc (pdf, xls, xml, docs), up to 5 total
- Google Map Integration, Included

Social Media Integration

- Social Media Links, Included
- Social Media Sharing and Bookmarkings, Included

SEO Plug-ins and Design Optimization

- XML Sitemap Generator, Included
- User Sitemap Creation and Implementation, Included
- Domain Redirect Optimization, Included
- SEO Plug-in for WordPress, Included
- Google Analytics Script Generation & Installation, Included
- Google Webmaster Script Generation & Installation, Included

Browser Compatibility

- FireFox, Version 18.0 +
- Chrome, Version 23.0 +
- Internet Explorer, Version 8.0 +
- Safari, Version 6.0 +
- Opera, Version 11.0 +

Mobile Responsive

- Iphone, 320 x 480
- Small Tablet, 480 x 800
- Ipad - Portrait, 768 x 1024
- Ipad - Landscape, 1024 x 768
- Desktop - minimum, 960 px wide

Contact Forms, Lead Capture Solution

- Contact Form, Included
- Third-party Lead Capture Form, Not Included

Website Backup, Migration and Installation

- DNS Setup and Configuration, Included
- Website Migration to your Hosting, Included
- FTP Files Backup and Storage, Not Included
- Database Backup and Storage, Not Included

Security Setup

- Monitor core, theme and plugin files, Not Included
- Show you what has changed in your infected files, Not Included
- Constantly scans your posts, pages, comments and plugins for malware URL's, Not Included

Add Ons

Page Content (Data entry)

- Page Data input, up to 1
- Image upload and optimization, 1 per page
- Content formatting, Included
- Menu / Navigation Integration of pages, Included

Events Management / Booking and Reservation

- Calendar of events, Included
- Event Management (custom post type), 5 Fields
- Booking / Reservation System, TBD
- Payment System, TBD
- Content Integration, 10 Entries

Annual Website Maintenance

- Content update (text), Included
- Content update (image), Included
- Content update (text), Included
- Content update (image), Included
- Content update (Video), Included
- Add New Page, Included
- Color Change, Included
- Wordpress Update, Included
- Plugin Install, Included
- Site Backup, Included
- CSS modification, Included
- Site Migration, Included
- Logo Change, Included
- Minor Image editing, Included
- Add product, Included
- Change password, Included
- Site restore, Included
- Add Page Template, Included
- Add a Blog post, Included
- Any and all materials will have to be provided to us, we will NOT create new material for the site. , Included
- Does not include graphic design, site re-design or content writing. "Maintenance/Update" is defined as keeping the website current. It is not intended to be a redesign or revamp. , Included

Design Process

Our sites are built and designed according to best-practice methods, utilizing tried-and-tested technologies that meet the highest standards. We have evolved our phased design process to consistently deliver high quality sites on schedule. During this process a dedicated project coordinator will guide you through the phased workflow described below.

Phased Workflow

Phase	We Do	Client Does	Reviews
1. Information Gathering	Verifies that the client has provided all the digital assets and technical data required to complete the Data Gathering phase.	Gathers digital assets and technical data required during build: logo, theme, color scheme, page map, page contents, access data, etc.	None

2. Design (custom only)	Optionally sources or designs images. Designs a mockup of the site.	Reviews the images and mockup. Available to answer questions if required.	2
3. Build	Builds the site and tests it on a desktop version of Firefox.	Reviews the build in Firefox (or similar browser) on the desktop. Available to answer questions if required.	2
4. Quality Testing	Tests the site in multiple browsers and devices and fixes the issues identified.	Reviews the pre-installation site.	1
5. Installation	Uploads site to the client's server and corrects any issues caused by the new server environment. Provides User Turnover Documents.	Does a final review of the site. Completes post-launch survey.	1

About our Firm

Kruse Solutions has more than six years of experience with web design and a strong operational team of over 50 designers and developers capable of delivering everything from small fast builds to large complex systems. We are well versed in all the tools of the trade, and constantly adapt to keep up with the cutting-edge of online development.

Team members are university educated and collectively have centuries of work experience. Your project will be managed with by a dedicated team that includes a project coordinator, a web designer/developer, and a QA professional. These core resources can draw from a pool of senior design and technical staff if required.

Terms of Services

Our Terms of Service are designed to make projects run as smoothly as possible:

Data Gathering Deadlines. Once the project is paid for, we will notify the client that Data Gathering can begin. By default, clients have 30 calendar days to complete Data Gathering, although they can request more time at the beginning of this phase if they think they'll need it. If Data Gathering extends 30 calendar days past the deadline the client may either (1) extend Data Gathering by up to 30 days by paying a (USD)150 extension fee or (2) cancel the project and receive a refund minus a (USD)150 cancellation fee.

Review Cycles. Each phase has one or two review cycles, as defined in Design Process above. Each review cycle contains a review period, during which the client reviews the site and submits revision requests, and a revision period, where we revise the site. The planned number of review cycles are sufficient to ensure quality as long as reviewers are disciplined and detailed in their feedback. All revision requests must be submitted by the end of the review period. Revisions will only begin at that point, and we will not accept new revision requests until the end of the next review period. If a client requests an additional review round, the fee for an extra revision is (USD)150. In addition to this, if the changes requested are outside the scope of the original proposal, the project cost will increase in proportion to the effort involved in making the changes and project deadlines may need to be extended.

Review Deadlines. We will establish start and end dates for each review cycle at the beginning of the project phase. If a client is not able to finish the review by the end date, the overall project schedule may be extended by the time it has taken for the client to finish the review. If the review cycle extends 30 calendar days past the deadline the client may either (1) extend the review phase by up to 30 days by paying a (USD)150 extension fee or (2) archive the project. Bringing a project out of the archive will cost (USD)150 reactivation fee. Additionally, it will enter a new project queue and possibly be assigned to different project and technical staff.

Change Requests. Minor changes in data gathered, design, or functionality that are within the original proposal scope and do not involve significant redoing of work already completed, will be done without additional charges if integrated into an upcoming revision cycle. Major changes will be treated as an additional revision round, and the fee for an extra revision round is (USD)150. In addition to this, if the changes requested are outside the scope of the original proposal, the project cost will increase in proportion to the effort involved in making the changes and project deadlines may need to be extended.

Sign off. After the site is installed on your client's server and is 100% complete, you will have an opportunity to verify that the site is working as defined in the proposal and either report any remaining issues or sign off on the site. The length of this review period varies with the complexity of the site and will be established between the us and the client before it begins. If we do not hear from you in this timeframe, we will assume that you have signed off on the site as is.

Please note that adding functionality, redoing work already signed off on, fixing speed issues related to network configuration, resolving issues caused by changes to the site configuration or the addition of plugins NOT introduced by us after installation, will require additional payment and may cause a delay in the site launch date.

Tools. During Data Gathering, configuration data and digital assets will be collected with our Web Design Launch Form. Feedback on images and mockups will be provided with [Marqueed](#) and feedback on site builds will be provided with the [BugHerd](#) issue tracker.



Kruse Solutions, LLC

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Total Cost (USD) : 5460

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