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*Scottish Design Company*

# Web Design Proposal

**CMS Website Project # JUN30**  
1 Estate Agents Website

**Prepared for:**

Gordon Drennan

**1 Estate Agents**

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Proposal Issued:  
**30.06.2014**

Proposal Valid to:  
**30.07.2014**

## Statement of Confidentiality

This proposal and supporting materials contain confidential and proprietary business information of Glasgoweb. These materials may be printed or photocopied for use in evaluating the proposed project, but are not to be shared with other parties.

## About Us

*Whether you need to create a brand from scratch, including marketing materials and a beautiful new functional website, or whether you are looking for a design refresh we are always confident you will be pleased with the results.*

Glasgowweb is one of the leading Professional Web Design Companies in Scotland, providing top-notch services to businesses large and small, including Website development, E-commerce, Content Management Systems, Website Design, Search engine optimisation, Pay Per Click Management and Online Marketing.

Based in Glasgow's city centre, Glasgowweb pursues a policy of "no job too big or too small." We bring the same high level of enthusiasm and expertise to large international companies and small local businesses alike. Our team is efficient, focused, and committed to helping our clients reach their web site goals.

The company was formed in 2008 by Will Craig, who remains the brains behind the company. In the six years since, Stewart has built a team ready for any client and has enjoyed steady success working with local companies, 5-star hotels, online retailers – and many more.

**Take a look at our Recent Work and Clients to see what we mean.**

“ We've created over 100 websites and carried out SEO & PPC projects for almost 50 companies following this philosophy, and we see no reason to change now. Something beyond simple customer satisfaction is our goal – and when we achieve it (and we usually do) it's the greatest reward we can think of.

### Why Choose us

We're experts – you wouldn't hire us if we weren't! – But we don't try to overawe with jargon and buzzwords. We consider our clients to be partners. We're in this thing together, and we want to work with you to make sure we're delivering the services and results you want.

### What we do

We strive to be the best at what we do and offer:

- ▶ Web Design, Ecommerce Systems and Custom Applications
- ▶ Online Marketing such as PPC, SEO, Link building just to name a few
- ▶ Graphic Design such as Logos, Stationary, Flyers and Brochures

# Case Study



## Intelligent Data Services Website

*“We spoke with many web design companies in Glasgow and out of all of them we felt Glasgowweb had the best overall knowledge and understanding of what we wanted. The project was a great success and we saw a return on our investment in a relatively shorty period of time.”*

Intelligent Data Services provides a range of data services to clients across the UK. They required a professional-looking website that would not only catch but also retain user attention. The goal was a design that would offer dry, complex information in an attractive, sensible way

customers would find accessible and understandable. Our design included bold graphics that provided data in an eye-pleasing way.

### Project Specifications

▶ Brand development	<b>On time &amp; on budget</b>
▶ Website and CMS development	<b>Early &amp; on budget</b>
▶ Search Engine Optimisation (SEO) including sourcing of third party copywriter	<b>On time &amp; under budget</b>

# Project Overview

## Project Overview

*1 Estate Agents are looking for a high quality CMS website which will highlight the unique quality of their services and brand.*

Glasgoweb is supplying the design, development and content management solution for the new website. We will handle all creative and development requirements as part of the project. Our aim is to build a professional online business, because a website is a business first and foremost.

We recommended that your new site should look to focus on building the company brand. This will involve our design team creating a slick new brand concept to develop your online presence into something fresh, dynamic and professional.

With all web design/development projects we undertake we will produce mock designs of key pages allowing project stakeholders to offer feedback during the design phase.

We recommend the website should place a strong focus on mobile optimisation ie responsive web design. We build all sites on a responsive framework which offers optimal performance on tablets and mobile devices as currently 50-60% of all website traffic is from mobile devices.

Examples of responsive sites we have built recently (please resize your browser using your mouse to view)

<http://www.hotelpr.co.uk/>

<http://segafredoanetti.co.uk/>

<http://www.emergencylawyers.co.uk/>

<http://www.bomERCHANTcity.co.uk/>

<https://www.neillennon.com/>

<http://cls.glasgoweb.net/> (still in development)

## Content Management System

We are highly experienced in WordPress CMS which is widely recognised as best practice within the industry for it's great features and simple interface.

Glasgoweb will provide full back end training as part of the development cost as well as free ongoing support for the first 30 days of the website launch date.

# Project Overview

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### Overall Design Process

During the design process we believe its important to convey a professional and consistent brand identity through all design concepts we create. We have developed a proven process which enables us to get under the skin of your business to uncover your unique selling points to ensure they are presented in a way that will attract your target audience. We work with your business helping you look at every aspect of how your business is perceived and then use our creative skills to deliver a fantastic design that promotes your key messages across as many platforms as required to reach your goals.

### Responsive Layout

Smartphone and tablet usage has skyrocketed in recent years, and is overtaking desktop traffic for many websites. In 2014 mobile devices will continue to dominate. When designing a website we must think about the user experience for smaller screens and develop a design that works across all devices and platforms.

For this reason we recommend 1 Estate Agents re-develop their site placing a strong focus on mobile optimisation ie responsive web design. We build all sites on a responsive framework which offers optimal performance on tablets and mobile devices as currently 50-60% of all website traffic is from mobile devices.

As of January 2013 all sites we build are now responsive using the responsive framework called Twitter Bootstrap. We have listed some examples of our most recent work.

# Project Overview

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### Customer Testimonials / Case Studies

Customer feedback or Case Studies can be very powerful. A recent survey published on UK marketing consultancy.com reveals that 90% of consumers online trust recommendations from people that they know, while 70% trust the opinions posted online by users they don't know.

Using the content management system and a small selection of previous clients we recommend creating a custom webpage for case studies or customer feedback, this page will be fully managed by the CMS allowing you to update, add and manage existing case studies.

### News Section

Publishing regular news and business related articles will increase your website traffic and over time help you acquire new customers. A recent survey by HubSpot confirms this "Blog frequency impacts customer acquisition. 92% of companies who blogged multiple times a day acquired a customer through their blog." (HubSpot State of Inbound Marketing, 2012)

Publishing new content on a regular basis should be part of your ongoing marketing plan we will develop a multi user news platform allowing you to publish news from multiple authors.

### Modern Fonts

One of the great new features available in modern web browsers is the ability to import custom fonts hosted locally or externally on another server. We recommend selecting a popular, modern and highly readable font style as this powerful technique will help your website stand apart from the crowd.

# Project Overview

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### Google Maps

Whether you're a local restaurant or you own a hair salon, customers need to come to you. We can help make this as simple, fast and effective as possible by creating your very own custom Google Maps.

We offer a whole host of features such as:

- ▶ Auto directions from a user's current location
- ▶ Custom map icon, i.e., your logo
- ▶ Fully responsive mobile compatibility
- ▶ Custom placeholder with a Google Street View image (or you can supply your own image)

### Auto Reply Emails

Potential customers like to feel valued and impressed. To give you a head start over your competitors, anyone who emails your website will get an automatic email response. This will be personalised, based on their request, whilst thanking them for considering using your business.

### Optimised for SEO

WordPress out the box has some great SEO features such as permalinks (Friendly URLs) and SEO optimised code layout. We take this a step further and add a custom add-on that lets the end user add & edit important data such as meta description and page titles.

All projects we undertake are by default created with sitemaps, robots files for blocking duplicate content and social integration for sharing.

# Project Overview

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### Stats, Goals and Results

A website is a great sales tool, so it's important you understand just how well it's working for you. For this you need web analytics. Google Analytics can provide you with this data, but trying to decipher hundreds and thousands of stats and find the answers you need is complex for most novice users.

As advanced users of Google Analytics, we will configure your website and analytics account to send a custom, easy to understand report once a month that will give you all the information you need to know, such as:

- ▶ Visitor traffic stats vs last month's results
- ▶ Total emails sent via contact forms
- ▶ Google Rankings
- ▶ Conversion rates

And much more.

### Basecamp

We believe communication between the client and the provider is key to delivering a successful project that's why we use project management tool Basecamp.

Basecamp allows the client to communicate directly with our graphic designers and developers enabling the client to offer detailed feedback on design concepts without the need to relay this via a project manager.

# Project Overview

## Site Main Features

- ▶ Develop a high-end looking, fresh and professional online presence for 1 Estate Agents.
- ▶ Create the overall functionality and user interface to encourage browsing, and repeat visits.
- ▶ Build a latest news/blog section allowing staff members to create regular content.
- ▶ Create a content management system that allows the user to add and remove listings, content or images.
- ▶ Create custom page layouts as per the clients requests.
- ▶ Integrate clients social profiles such as facebook and twitter with the option for twitter feeds.
- ▶ Provide twitter and facebook designs matching website branding.
- ▶ Build the site using a responsive framework so it will be fully compatible with all mobiles and tablet devices..
- ▶ Complete onsite optimisation for relevant and quality UK and local search results.
- ▶ Provide necessary handover documents included all site files and design elements related to the project.
- ▶ Build a user friendly property search feature that allows the user to specify their requirments ie total bedrooms, location ect
- ▶ Setup FTP datafeed with VTUK using their Gemini and Aquarius systems
- ▶ Implement an effective call to action strategy to maximise conversion rate

# Project Description

## Project Specifications

▶ Design: Sitemap, Page Planning and Wireframing	<b>Step 1</b>
▶ Design: Photoshop Mock Designs	<b>Step 2</b>
▶ Development: Frontend Development (Mock Desigs Coded)	<b>Step 3</b>
▶ Development: Backend Content Management System Development	<b>Step 4</b>

*We want you to feel informed and empowered during the progression of your project. Below we have outlined in detail what each of your unique project specifications will involve.*

### 1 Design: Sitemap, Page Planning and Wireframing.



Every website should have a goal and a purpose. Sites without these are often unfocused, hard to navigate, and present poor user experiences. A sitemap can help you clarify what your site's goals are before you start designing or creating content. It's a centralised planning tool that can help organise and clarify the content that needs to be on your site, as well as help you eliminate unnecessary pages.

A wireframe is a basic visual interface guide that suggests the structure of an interface and the relationships between its pages. They serve as a blueprint that defines each web page's structure, content and functionality. Wireframes are created before any design work is started so that the focus is on layout without the distraction of color and visual elements. Using wireframes will often help to flush out new requirements and questions that may not have been considered by the project team.

### 2 Design: Photoshop Mock Designs.



Once the wireframes have been completed it's time to turn the sketches into photoshop designs, during this stage the client will get a clear idea of how the site will look. We will create a full mockup of the homepage and several key inner pages. The client then has the opportunity to offer feedback.

## Project Description Continued

### 3 **Development: Front-end Development (Mock Designs Coded).**



Front-end development is the part where we code the front-end user interface for the website. Here we deal with colors, fonts, images, layout, informational structure and organization, navigation, etc. We use HTML, JQuery, Javascript and CSS. This can also include web content development, client liaison, client-side/server-side scripting, web server and network security configuration, and e-commerce development.

Front-end web development can be split into many areas and a typical and basic web development might consist of:

- ▶ Ajax: Asynchronous JavaScript provides new methods of using JavaScript
- ▶ JavaScript: JavaScript is an ubiquitous client side platform for creating and delivering rich Web applications
- ▶ jQuery: Cross-browser JavaScript library designed to simplify and speed up the client-side scripting of HTML
- ▶ HTML5 and CSS3: Latest HTML proposed standard combined with the latest proposed standard CSS

### 4 **Development: Back-end Content Management System Development.**



No one needs to know complex tagging or programming languages to manage their site. With our custom CMS, you can edit your pages easily with a what-you-see-is-what-you-get interface that displays in real time what your page will look like. Tinker all you want and save drafts before committing to a final text and layout. Our CMS editor gives you the power to make your site a dynamic powerhouse.

You can add/remove and change any page using your CMS.

The CMS would also allow for the client to be in control of the blog, news and client testimonials. Our CMS will be able to be easily updated or expanded by a qualified web developer for future additions.

“ *Design is in everything we make, but it's also between those things. It's a mix of craft, science, storytelling, propaganda, and philosophy. A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.* ”

## Our Offer

### Design

£1300\*

 28 Hours

### Development

£2200\*

 46 Hours

**After a conversation with the client, the following requirements have been documented. This is not an exhaustive list of features.**

Every project needs to start with a strong foundation. In recognition of this, we recommend thorough attention be paid to establishing a strong and cohesive visual identity for you that will cross platforms effectively and ensure that your brand does not get lost amongst the noise of your competitors.

- ▶ Modern Design, Colour Scheme (TBC)
- ▶ Wireframe Designs of Key Pages
- ▶ User Experience and Call to Action Strategy
- ▶ Focus on Quality Photography
- ▶ Responsive Design

**The successful implementation of a new digital website is dependent on a disciplined development phase.**

The platform we will use when building your site has an endless amount of features - listed below are just some of the key functions you can expect. To ensure that the roll out of your new website runs smoothly we will develop the site to be used on all major browsers (Chrome, IE, Firefox, Safari) whilst ensuring your website functions as promised.

- ▶ Content Management System
- ▶ Easy Update CMS
- ▶ Blog/Latest News
- ▶ Onsite Search Engine Optimisation
- ▶ Social Media integration



\* Quoted prices are based on the current web requirements and assume your responsibilities are met with any required content provided on time as necessary. If any extras are required and the price is likely to change, we will contact you before we proceed.

# Project Budget Breakdown

## Step 1: Design phase I — Sitemap, Page Planning and Wireframing.

▶ Sitemap	<b>2 Hours</b>
▶ Wireframing of Key Pages	<b>5 Hours</b>

## Step 2: Design phase II — Photoshop Mock Designs.

▶ Photoshop Homepage Mock	<b>12 Hours</b>
▶ Photoshop Inner Page Mock	<b>9 Hours</b>

## Step 3: Development phase I — Frontend Development.

▶ Front-end Website Development	<b>15 Hours</b>
▶ Front-end Website Testing	<b>5 Hours</b>

## Step 4: Development phase II — Back-end Content Management System Development.

▶ Content Management System Development	<b>17 Hours</b>
▶ SEO (Onsite, Redirects)	<b>6 Hours</b>
▶ Website Testing	<b>3 Hours</b>

# Project Timeline

Weeks	1	2	3	4	5	6
Design						
Development						

## Design

### Week 1: Discovery, Planning & Wireframing

Glasgoweb will conduct an interview in person or by phone call with 1 Estate Agents. Time will be used to understand business goals and offline and online objectives as well as design aspects for the new website.

We will create a full sitemap and wireframe diagrams of key pages this will be presented to 1 Estate Agents for their approval.

### Week 2: Graphical Mockup of Key Pages

Glasgoweb will create custom mock ups for the key website pages that will be supplied to 1 Estate Agents for review and approval. We are happy to update designs under the following conditions

6 hours of edits are allocated to the homepage mockup. 2 hours of edits are allocated to each unique subpage mockup.

Any additional design changes after the allotted hours will be billed at £48 per hour, with quote provided in advance for Client's approval.

## Development

### Week 3 & 4: Website development

Once you've signed off on the design and functionality requirements of your new website, we'll get to work making it a functional presence. Our developers use semantic, clean code to ensure accessibility to all members of the community.

### Week 5: Website testing, social media development

It may look done, but your website is bound to have a few bugs and issues at this point so this is why we dedicate a week to problem solving these so that your customers' user experience is pain-free. We'll also set up the social media pages you've requested in a style which matches your website design.

### Week 6: Website implementation, client hand over

Once we're sure all is as it should be, we'll upload your website to your new host and double-check everything works before it is launched. We will contact you to arrange a time to go over the entire site with you and show you how to maintain it. Once you're satisfied we will hand over your new site for its official launch.

# Acceptance of Quote

## Glasgoweb Project # JUN30 — 1 Estate Agents New Website

**1 Estate Agents**

P 0141 295 0202 E info@1estateagents.co.uk

**Project Due**

6 weeks after deposit\*

**Proposal Date**

30.06.2014

▶ Design : Wireframes, Sitemap, Psd designs	<b>£1300.00</b>
▶ Development : Front and back-end website development, WordPress CMS development	<b>£2200.00</b>
▶ Annual Hosting (optional)	<b>£84.00</b>
<b>Total</b> Excluding VAT	<b>£3500.00</b>

Print name

Position

Sign here to approve

Date

### Payment Information

**Direct Deposit**

Glasgoweb Ltd  
Barclays Bank

Sort Code: 20-33-70  
Account No: 50841404

### Terms

\*I accept the proposal above and I have read and understood the Terms and Conditions of Service provided by Glasgowweb, and agree to abide by them. I include with this acceptance the deposit of 50% to start the project.

Tick if you would like us to send you an invoice.

## Some of our Clients



### **Fleet Alliance**

Fleet Alliance is a leading UK fleet management provider offering contract hire, leasing and a complete range of fleet solutions products.

#### **How we assisted**

Over the past year we have developed a bespoke client management tool and more recently we are in the process of re development their website.

#### **Contact**

Kevin Blackmore- [kevin.blackmore@fleetalliance.co.uk](mailto:kevin.blackmore@fleetalliance.co.uk)



### **ICAS**

ICAS is a professional body for more than 20,000 world class business men and women who work in the UK and in more than 100 countries around the world.

#### **How we assisted**

We helped ICAS develop a content strategy for UK wide marketing campaign targeted Chartered Accountants called Trusted in Business.

#### **Contact**

Jenna McLauchlan - [JMclachlan@icas.org.uk](mailto:JMclachlan@icas.org.uk)



### **Allied Vehicles**

Allied Vehicles is a European leader in conversion and adaptation of cars and minibuses for people with reduced mobility.

#### **How we assisted**

We worked closely with Allied Vehicles developing their first e-commerce website for their new brand Mobility Solutions. We currently manage their nationwide SEO campaign.

#### **Contact**

Joanne McPeake - [joanne.mcpeake@alliedvehicles.co.uk](mailto:joanne.mcpeake@alliedvehicles.co.uk)

## Some of our Clients



### Clow Group

Established in 1913, Clow Group Ltd is the largest privately owned manufacturer of ladders, access equipment and bespoke fabrications in the U.K.

#### How we assisted

We manage Clow Groups SEO campaign for their e-commerce brand Ladders-Direct.com and we are currently in the process redeveloping their website.

#### Contact

James Mowatt- [jm@clowgroup.co.uk](mailto:jm@clowgroup.co.uk)



### Segafredo Zanetti UK

Brodie's Melrose Drysdale & Co. Ltd are the sole importer and principal distributor of Segafredo Zanetti products throughout the UK.

#### How we assisted

We were asked to create a responsive mobile optimised E-Commerce website for Brodie's for the Segafredo Zanetti UK brand.

#### Contact

Philip McAndrew - [philip@segafredozanetti.co.uk](mailto:philip@segafredozanetti.co.uk)

# **Glasgowweb**

**Got Any Questions? Give us a Call on:  
0141 280 2211**