



**Web Hosting Service:**

Website hosting varies depending on the company you decide to host with. We recommend hosting your site with Godaddy.com. Their hosting runs about \$70.00 per year with discounted rates if you purchase hosting for several years.

Have hosting (please provide info below)       Set up hosting for me (\$70.00)

Web Hosting Company: \_\_\_\_\_

Hosting Login: \_\_\_\_\_

Support Phone: \_\_\_\_\_

FTP domain name: \_\_\_\_\_

Username: \_\_\_\_\_

Password: \_\_\_\_\_

**Web E-mail Service:**

Do you have a domain name e-mail address? We can set this up for you through your hosting company then set it up on your computer for easy e-mail access to and from your clients and customers.

Yes, set up my e-mail.       I already have an email address

**Email:** \_\_\_\_\_

**Other Account Information:**

For:

Username:

Password:

For:

Username:

Password:

For:

Username:

Password:

For:

Username:

Password:

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## Section II. General Web Design and Layout Information

### Focus of Website:

- E-commerce Site
- Service Site
- Informational Site
- Personal/Hobby Site

### Type of Website:

- WordPress Site
  - I have a theme
  - Need custom theme
- Custom HTML/CSS Site
- Shopping Cart website

### General Website Color Scheme and Style:

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### Website Header Information:

Name on site header: \_\_\_\_\_

Tagline: \_\_\_\_\_

Your Logo:

Graphic:

Color:

Font:

Other:

**Number of Pages:**

**Approximate Number of Pages:** \_\_\_\_\_

**Main Page/Link Names:**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**Template Type and Navigation:**

**Template style:**

- Two Column – top navigation**
- Two Column – left navigation**
- Two Column – top and left navigation**

- Three Column – top navigation**
- Three Column – left navigation**
- Three Column – top and left navigation**

- Single Column**

**Custom style:** \_\_\_\_

**Number of Columns:** \_\_\_\_

**Navigation Layout:** \_\_\_\_

**Page Layout Sketch:**

**Website Organization:**

Site map and overall website structure/layout:

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**Registering Your Website and SEO (search engine optimization):**

We help with website optimization by including key word tags so search engines can find your site, search it, and list appropriately. We offer basic SEO with every project including Title tags, Meta keyword and description tags, and proper use of Headings.

**Forms:**

What is the purpose of your form?

**E-Newsletter sign-up**  
 **Request for information**

**Contact Form**  
 **Customer Survey**

**Photos and Graphics:**

Our contract includes a statement that you own the copyright to, or have permission from the copyright owner to use any photos or graphics you send us.

**Clipart** can be used for graphics.

**Photos** you supply by sending the digitized images on a disk or via email.

**Camera lending for website project – Deposit \$** \_\_\_\_\_

**Stock photos** obtained from [iStockPhoto.com](http://iStockPhoto.com) and other stock photo sites.

**Hire us** to take photos for your website. Cost: \$ \_\_\_\_\_

**Additional Custom Features:**

**Navigation:**

**Buttons/Graphics (\$90)**

**Header/Banner:**

**Custom Designed Logo (\$150)**

**Animated Flash Banner (\$200)**

**Photos, Graphics and Multimedia:**

**Flash Slideshow (\$100)**

**Sound, either MIDI or mp3 files for sound clips (\$150.00)**

**Video Clips and Video Editing (\$30/finished minute)**

**Photography or Video Session (\$75 per hour)**

**Social Media Integration: (\$30.00 each)**

**Facebook Badge**

**Twitter Feed**

**LinkedIn**

**MySpace**

**Other:**

**Additional Software:**

**Shopping Cart and PayPal/Google Set Up (add on feature \$900.00)**

**Events Calendar (\$50.00)**

**Blog (\$399)**

**Newsletter (\$150)**

**Numerous Forms (\$20 each)**

**Google Analytics (\$20.00)**

**Other:**

### Section III. Information, Terms and Agreements

**May we include a link at the bottom of the welcome page that reads:**

**"Website Design by Bad Kitty Studios"** That would link to [www.badkittystudios.com](http://www.badkittystudios.com)

Please check one:  Yes  No

### Cross Browser Testing:

Internet Explorer versions 7 and higher

Firefox

Safari

Opera

Chrome

### Website Mockups

Included in your design package are three mock-up ideas for custom websites and two revisions on the design you choose. Additional revisions can be provided for \$20.00 each. We will need written permission from you to create additional revisions and you will be billed the appropriate fee.

### Training:

Once your website is completed you may want to learn how to update and make minor changes to it. Site update training is available at \$60.00 per hour at the Bad Kitty Studios office or \$75.00 per hour at your home or office. If you have a WordPress site or are using browser updating software your package includes one hour of training time with additional hours billed as specified above.

### Maintenance:

This package includes checking in with you to make sure your site is functioning properly for the first two months after it is uploaded. During this time minor adjustments can be made to your site for \$40 per hour. These adjustments do **not** include: new pages, changes in structure, layout, or theme, graphic or informational changes, or any other considerable adjustments to the overall content of your website. If you need major changes and/or updates to your website we offer that work at \$60 per hour. After the first two months all changes, updates, etc. are done at our regular hourly rate.

**Client Content:**

After the mockup has been approved, but before the Work begins, the Client must send all website content to the Consultant. The content includes all text, pictures, graphics, sound files, videos, etc. This can be done via CD, Flash drive, or online upload.

**Progress Dates:**

In the first week of Work (after the Photoshop mock-up is approved) the Client will receive a URL address to allow access to their website's progress. When significant updates and progress on the Work have been made the Client will receive notification on the website project via email and may follow the given URL to view these changes and updates. WordPress websites are created live at the registered domain name.

**Design and Fee Agreement:**

The Client agrees that the information within this Proposal document is accurate. The Client gives the Consultant permission to carry out the Work that is laid out in this document.

I, \_\_\_\_\_, the Client, am aware that besides the total price for the website design work, there may be additional costs for licensing, software, and other purchases for the development of my website. I understand and agree to pay these additional expenses, to the Consultant, upon the completion of this project and before the copyright and Work files are released to me.

Client signature: \_\_\_\_\_

Date: \_\_\_\_\_

Consultant signature: \_\_\_\_\_

Date: \_\_\_\_\_