LETS BUILD SOMETHING GREAT TOGETHER.

( like an awesome website )
THANK YOU FOR THE OPPORTUNITY TO PRESENT THIS PROPOSAL FOR WEB DEVELOPMENT.

Before we begin, we want to express our appreciation.

We realize that you have many choices for web development. We appreciate the opportunity and hope the depth of this proposal illustrates our sincere interest in working with you and your team at Daniel B Stephens & Associates.
With this proposed solution, we will deliver a modern, forward thinking website that achieves the following objectives.

1. You want a highly attractive site with well organized content
   The new site needs to have a beautiful design that is proportionally balanced and visually compelling. It needs to work perfectly with your brand and needs to present your content in a way that’s organized and uncluttered.

2. You want your site to be logical, intuitive and easy to use
   You want the site to be easy to use and simple to navigate. It should be logical and intuitive so the website user can interact and engage without any barriers or needless confusion.

3. You need your website to work on today’s leading mobile devices
   People utilize their mobile devices to view and interact with websites. Therefore, this site needs to recognize, adapt and deliver a custom mobile experience. This will be good for the user experience as well as SEO.

4. You want a content management system that is powerful, but easy
   You want the ability to manage your own website content. Adding pages, photos, copy, key messaging, videos and more needs to be easy and straightforward. A custom open source CMS such as WordPress is preferred.

5. You want content and messaging to be focused and strategic
   The new site needs to focus on what is most important to your target markets. Strategically placed key messages and calls to actions should encourage interaction and engagement. While site content should be focused without being redundant or excessive.

6. You want more control than you are currently getting from your site
   You are frustrated by the administrative back end of your website and you want a better solution that will give you more control over content, images, forms and more. Along with the control, you want it to be a logical, straightforward, easy to use solution.
We understand you want to know what you get for your marketing investment. **If we were in your shoes, we would too!**

So here are the key benefits you will receive with an echo-built solution.

- It will be clean, visual and highly attractive
- It will be logical, intuitive and easy to use
- It will be very easy to manage your website content
- It will work beautifully on today’s mobile devices
- It will be custom built to your specifications
- It will be scaleable and can grow with you
We're all about solving problems. Here's what we have in mind.

Your current website is not responsive and therefore does not work well (or at all) with mobile visitors who now are the majority of website traffic.

Your current site is not mobile friendly at all. This means it is practically unusable on a smart phone and difficult to use on tablets and related devices.

**Why this Matters**
- A new Google algorithm penalizes sites that are not mobile friendly
- A non-mobile site has more bounces and is bad for SEO
- A non-mobile site will result in users leaving your site out of frustration
- A non-mobile site conveys a negative message and is bad for branding

**Things to consider**
- More than 50% of web traffic is mobile
- Mobile traffic continues to rise
- Most of your competitors have mobile sites

**Our solution**
We will build your website with responsive web design programming. With this programming your site will adjust to the screen size and will deliver a custom experience specific for that device. This will result in a much better user experience, better SEO performance and stronger brand image.
We're all about solving problems. Here's what we have in mind.

Your current website has a proprietary content management system that is restrictive and difficult to use which greatly hurts your ability to effectively communicate online.

Your current site is frustrating. It is difficult to use and is very restrictive in regards to what can and can't be changed. You want a better solution such as WordPress which gives you more control and allows you to communicate better with fewer restrictions.

**Why this Matters**
- Proprietary content management systems are more difficult to develop
- Proprietary content management systems cost more
- Proprietary content management systems make you vendor dependent
- Proprietary content management systems can’t easily connect well with other open source solutions

**Things to consider**
- WordPress is the leading open source content management system
- WordPress now powers 25% of the world's website's
- There are thousands of plug ins and add ons for WordPress
- There are thousands and thousands of developers who work with WordPress

**Our solution**
We will build your website with WordPress as the content management system. As a WordPress site, it will be amazingly easy for you to manage the content of your site. While WordPress will be the engine that drives the site, we will customize it to meet your specific needs and will develop custom WordPress sections which include:
- News postings with the ability to add images or video
- Publications section with download of media such as a pdf or word doc
- Careers section with opportunities and online applications
- Custom section for services
- Custom section for locations
- Custom section for who we serve
- Custom section for about
- Custom forms tool that makes it simple to create and add forms
We're all about solving problems. Here's what we have in mind.

Your current site looks dated and has a poor user interface. This creates a very negative brand image while frustrating visitors.

While your site is difficult to use on the back end, it’s also a little difficult on the front end for the user. Too many navigation options, mobile issues, small type and dated techniques hamper the effectiveness of the site. In addition, the site has a dated design that makes you look technologically left behind.

Why this Matters
- Sites with bad design and a poor user experience will frustrate visitors
- Most users will simply leave the site causing a high bounce rate which is bad for SEO
- Sites with bad design and a poor user experience will generate less ROI

Things to consider
- Your website is your #1 marketing tool
- Well designed sites will generate a better ROI
- Well designed sites help you recruit better employees
- Well designed sites convey a stronger brand image
- Well designed sites will help you connect better through social media
- Well designed sites can lift employee moral

Our solution
We will create a beautiful new site design for desktop, tablet and mobile experiences. Simply put, your website will be a perfect fit for your brand and will convey a strong, positive brand image. In addition, your site will have a strong user interface which visitors will find easy to use. This means they will spend more time on the site and will consume more content. Highlights of our design and user interface for your site include:
- We will create a fresh, progressive design
- We will create designs for desktop, mobile and tablet
- We will develop a website style guide for typography, graphics, images and calls to action
- We will integrate strong calls to action to connect with interested, prospective customers
- We will streamline your navigation to make it easier for users to find what they are looking for
- We will make your site more logical and intuitive
- We will design and build a solution that delights visitors and worries competitors
PROJECT MANAGEMENT
12 hrs
$1500

DESIGN & INTERFACE
30 hrs
$3750

TESTING & DEBUGGING
12 hrs
$1800

CODING & PROGRAMMING
85 hrs
$12750

TOTAL INVESTMENT
139 hrs
$19,800
MAINTENANCE

MONTHLY HOSTING
Hosting on a dedicated virtual server optimized for WordPress

24/7 SITE MONITORING
Automatic notification of downtime via Pingdom

DAILY SITE BACKUPS
Automated daily backups with a 30 day running count

SPAM PROTECTION
Removal of spam and from online forms if necessary

WORDPRESS UPDATES
Updates to new versions of WordPress and related plug-ins

SERVER MAINTENANCE
Modifications to the server when needed

MONTHLY REPORTS
Analytics reports via Google & Measureful

$160 PER MONTH
TIMELINE

1 week
DEVELOP STRATEGY
01

6-8 weeks
CREATE DESIGNS
02

6-7 weeks
BUILD WEBSITE
03

1 week
TEST & LAUNCH
04

15-17 weeks
Simply put, we blend beautiful design with smart, progressive web technologies

A little bit about the history of echo design group

Echo Design Group was established in 1991 by John Burton and Dave Dankovich. The company began as a design firm with a mission to help clients leverage the power of good design to communicate effectively. They began at a time when technology was transforming the way designers and advertisers produced creative concepts and they were excited to be at the forefront.

As the Internet evolved in the 90s, Echo became heavily involved with web projects. At first, projects were freelanced to web designers. However, they realized to deliver the best possible outcomes, in house web designers were needed. Through the years, Echo continued to push the envelope from a web development standpoint. Web designers were replaced with actual programmers who focused on custom websites and apps. Additionally, our designers worked collaboratively with our programmers to produce solutions that looked exceptional and worked great.

Today, Echo’s focus still revolves around producing solutions that rise above the clutter and differentiate their clients from all others. By continuing to leverage the power of design, combined with progressive web technologies such as responsive web design and WordPress integration, they are building smart, forward thinking websites generate great results.

We've had the pleasure to work with some great companies

When you've been around more than two decades, you have the opportunity to work with some great clients including the following companies and their websites.

- **Downtown Naperville**
  - [http://downtownnaperville.com](http://downtownnaperville.com)

- **Symphony Health Solutions**
  - [http://symphonyhealth.com/](http://symphonyhealth.com/)

- **CECO Concrete Construction**
  - [http://cecoconcrete.com](http://cecoconcrete.com)

- **Vertech**
  - [http://vertech.com](http://vertech.com)

- **Park Dental Specialists**
  - [http://parkdentalspecialists.com](http://parkdentalspecialists.com)

- **John Hall Homes**
  - [http://johnhallhomes.com](http://johnhallhomes.com)

- **Ed Hoy's International**
  - [http://edhoy.com/](http://edhoy.com/)

- **Integrity Insurance**
  - [http://insurewithintegrity.com](http://insurewithintegrity.com)

- **Naperville Magazine**
  - [http://napervillemagazine.com/](http://napervillemagazine.com/)
On behalf of everyone at Echo Design Group, we would like to thank you again for this opportunity. We hope this proposal conveys our sincere interest in working together.

We're ready to roll when you are.

Jacki Wilson
Vice President of Business Development
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