

Tangible Building Solutions

WEBSITE PROPOSAL

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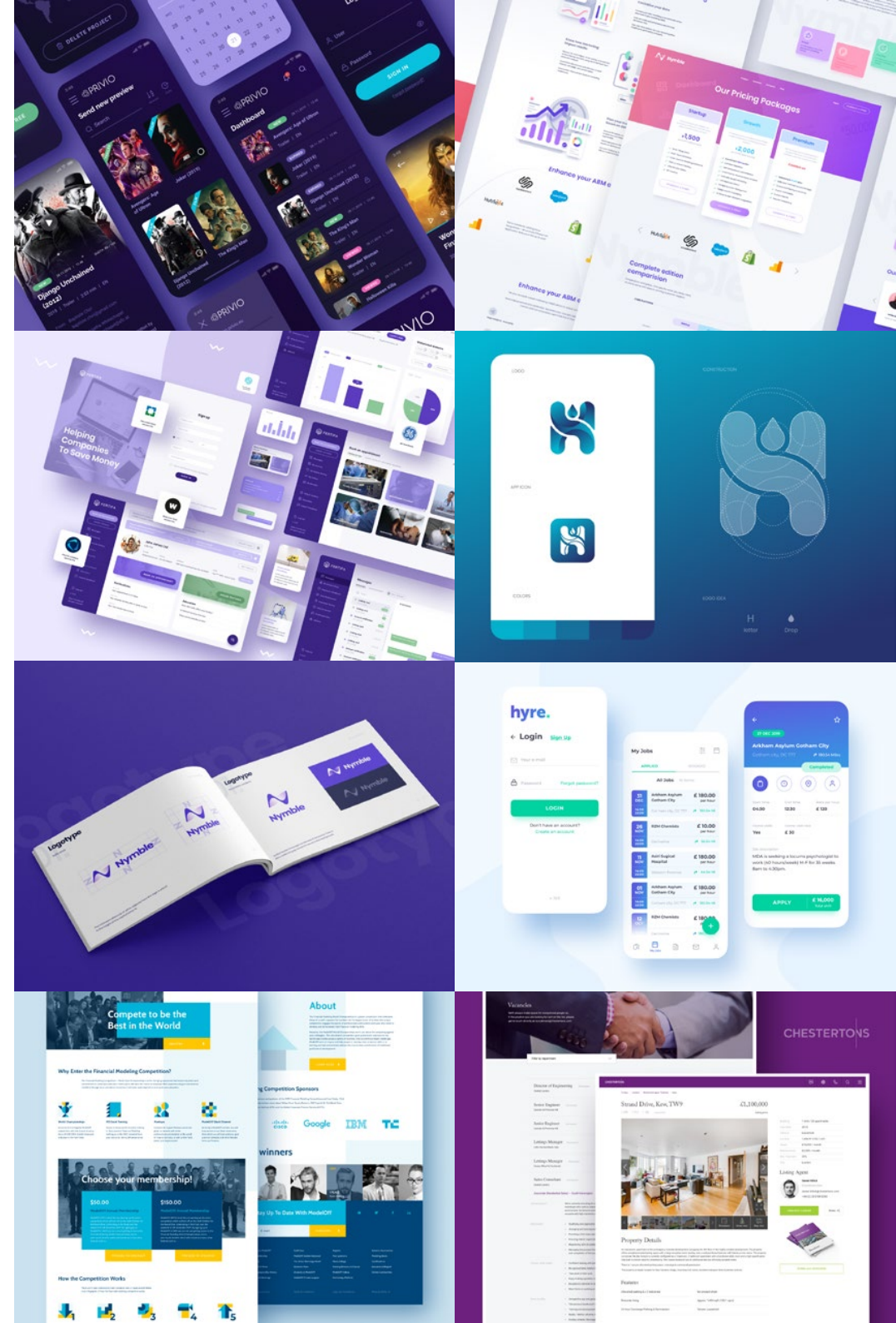
About Us

We are a digital agency with a passion for all things remarkable! Currently a team of 11 highly passionate designers and developers and growing, with a mission to be the true one stop digital shop for all businesses online.

Over the past year alone we have completed over 600 design and development projects all with a 100% success rate. So whether you're a start-up, offline business looking to build your online presence or an established online giant, as long as you have a vision, we are up for the challenge!

Gor Gasparyan
Co-founder & Co-CEO

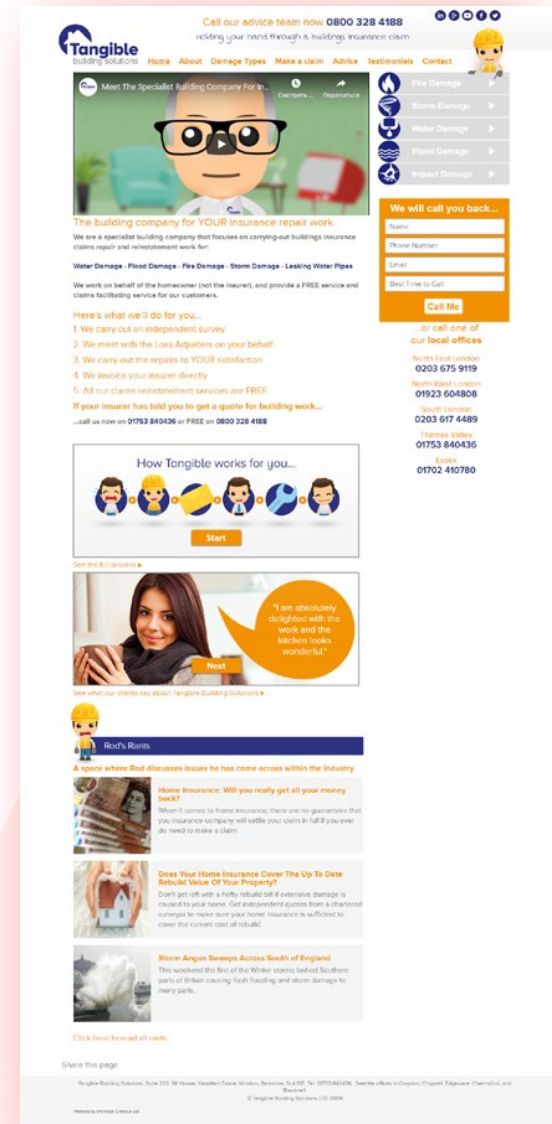
Partner with



Problem Introduction

The main issue faced by Tangible Building Solutions (TBS) website appears to be the low conversion rate of website traffic into leads. In particular the issue has been narrowed down to poor performance of the website on mobile devices. This is rather problematic as the vast majority of the site's traffic has been attributed to users on mobile devices. Thus improving the user interface and experience of the website on mobile browsers (including other screen size devices such as small laptop screens, tablets etc) poses great potential for conversion rate increases.

From our knowledge, TBS also intends to extend the reach of the website and a redesign of the website may also be necessary in the near future, however this is not the highest priority. As such, our recommendations below and proposed approach will ensure ease of redesign and updates going forward, however will be primarily focused on solving the conversion and mobile friendliness issues above.



Problem Analysis

From our overview of the website, our initial thoughts are:

The overall design looks a bit outdated, and being on the site it feels a lot more like a forum than a business site. Just within our standard "guided design" Wordpress offers, which don't include a separate custom design stage, we could build a much fresher looking version, retaining the same branding (same colours, mascots, logo etc), just making sure the layout is much more intuitive, more minimal and modern.

Responsiveness is definitely an issue, and although wordpress utilises bootstrap, it wouldn't automatically make the site look better on mobile. Having said that, mobile optimisation and responsiveness on all sizes is included in all our Wordpress offers such as <https://tinyurl.com/ydxafg28>

Tying in with the above two points, a big reason for low conversion can be the lack of calls to action and their placement.

For example, landing on the home page we are prompted to call and are given a variety of numbers, however it may be better to have the number in just one place and/or just one number, to avoid people wondering which to call. Similarly, a contact form in the footer, with contact us CTA's on various sections could also be helpful, as maybe not everyone wants to call and some people may prefer sending an email and waiting for a response.

These are just a few questions and thoughts regarding changes that could improve the conversion rate and the CTA placements. We will definitely need to have a more detailed discussion about these improvements during the initial stages of the project, as from experience of interacting with customers you will have the most valuable insights and understanding of their behaviour. The knowledge and insights of what most leads (the customer personas) tend to do can then be applied to the website structure to make it better convert the other users currently missed.

The Solution

The problems identified and discussed in the “problem analysis” section above can be solved with:

1. Mobile first redesign of the core pages (such as home page, make a claim, contact us etc.)
2. Development of the updated designs using Wordpress CMS
3. Creation of reusable templates adopting the conversion improving strategies used in the redesigns of core pages, that can be applied to the remaining pages throughout the site for a consistent feel and similar conversion improvements.

Our view on the solution is that the route chosen should be the one that solves the issue and leads to conversion improvements in the shortest amount of time. Thus, in terms of the offer that would include these 3 solutions, below we present the service combination that would lead to the result in the shortest time frame.



The Proposal

1. Custom Design

7 - 9 pages custom designed mobile first, with both mobile and desktop versions within our standard offer, of which 3 - 4 of the designs can be for the “template” pages.

Price: £3,500 - £4,500
(depending on page count)

ETA: 15 - 25 days
(depending on page count)

Core offer used:
<https://tinyurl.com/y6wuv9nt>

2. Guided Design

15 - 20 page variant of our standard wordpress website offer using the part 1) designs as the “guide design”. Of the 15 - 20 pages ~ 5 - 10 can be created as reusable templates which can be applied to remaining pages in the site.

Price: £2,700 - £3,400
(depending on page count)

ETA: 15 - 25 days
(depending on page count)

Core offer used:
<https://tinyurl.com/ydxafg28>

3. Application

Creation of 60 - 70 pages using templates created in parts 1) and 2) using contents on the existing website (unless otherwise desired)

Price: £1,300 - £1,600
(depending on page count)

ETA: 15 - 20 days
(depending on page count)

Core offer used:
<https://tinyurl.com/ydxafg28>

Totals for parts 1) 2) and 3):

Price: £8,500 - £9,500
(depending on the final specification)

ETA: 45 - 60 days
(depending on the final specification)

From the sitemap, there are around 86 pages in total on the existing site. The above parts 1 & 2 will leave ~ 60 - 70 pages to be created, however after part two there will already be existing templates that can be applied to the remaining pages making their creation many times faster and thus cheaper.

Payment and Offer terms

In terms of the payment, we would propose going with a milestone based approach, whereby the payment could be broken up into 4 parts in the following manner:

25% Deposit before work commences

25% Payment part 1) complete and signed off

25% Payment ~ 80 % of part 2) [12 - 16 pages] complete, live and signed off on the test site

25% Final Payment - All parts are complete and signed off, only migration live remaining.

Included in the proposal

- ✓ 100% responsiveness on all devices
- ✓ Epic Pro Page Builder - Elementor Pro with License
- ✓ Hack Proof Pro Security - IThemes Pro Plugin
- ✓ SEO Plugin for SEO tips - Yoast SEO Pro
- ✓ Caching Plugin for Speed - WP Rocket Pro
- ✓ Live Chat & Social Media Integration
- ✓ Screen Recording on Making Edits and Free Advice on Updates
- Up to 2 hours of Tutorials and Recordings as required



Not included in the proposal

Contents for the website: all texts for the website need to be provided by you. We will input all contents as provided to us, however please ensure that the copy you provide is free of errors to avoid multiple rounds of text edits within the website.

Images: when building the draft version of the website we will source and use royalty free images, however if you'd like us to change those you will need to provide the images desired instead. This offer also doesn't include the purchase of paid images.

Branding: by default, we will expect all branding materials that will be used in the user interface to be provided by the client, including:

- Company Logo
- Brand colour pallet
- Brand fonts
- Brand mascot

Branding can be added as an extra to the web design services, and we would recommend undertaking brand design work either during or at the end of the brainstorming stage to ensure all necessary branding materials are ready when we proceed to the user interface stage.

Animation and Illustration: the standard service does not include the creation and incorporation into the user interface design of custom illustrations and animations such as micro animations for individual buttons, transition effects etc. These can be added as an extra to the web design services. A variety of standard effects (such as scrolling, fading, parallax, mouse track etc) will be possible to include during the development stage.

Domain and Hosting: we will be happy to advise on both the domain and hosting, yet this offer doesn't include the purchase of domain and hosting on your behalf. We will also be happy to do all the set-up for you (domain and hosting linking & configuration) once you've made the purchase.

Ongoing Support: Once the website is completed and migrated to your hosting, as such there is no further support included within the package. Still, at the end we provide a few detailed screen recordings showing how to make edits to the website, and should you have any difficulties we will be more than happy to help with advice and even minor edits until you get used to running the website. However please note, for major edits after completion charges will apply. Finally we will be more than happy to offer an ongoing support/maintenance package (typically starting form £45/month) tailored to your needs if you're worried about ongoing assistance!

FAQ

Do The Offers Include Revisions And Edits?

Absolutely! Once the first drafts of web page designs are ready based on your chosen structure specification, you get two sets of complete edits (although typically one round of edits completely suffices for most of the webpages). We request that for each of these two rounds of edits you carefully go through the draft webpages and make a list of all the changes to be made throughout. If it is the case that after both sets of edits there are some minor tweaks left, we will be happy to implement those too, however please bear in mind that only two rounds of edits are included within the package, and further major edits will incur a charge.

Do I Get Ownership Rights?

Certainly! From the moment you make the payment all rights to all work done pass to you. We do however reserve the right (unless discussed otherwise in advance) to present the work done for you as part of our portfolio and to place a “Made by Digital Hero.” discrete link in the footer of your webpage.



Add-ons

Hosting

Business Standard

£19.99 Monthly

2 GB SSD Raid 10 Storage
15 GB Bandwidth
FREE LiteSpeed (20x Faster)
FREE LiteSpeed Wordpress Cache
FREE Cloudflare CDN w/Railgun
1 Click WordPress/App Installer
1 Click WordPress/App Staging
FREE & Auto SSL
2 x Email Accounts
2 x Databases
2 x Addon & Parked Domains
UNLIMITED Subdomains

Business Plus

£39.99 Monthly

5 GB SSD Raid 10 Storage
25 GB Bandwidth
FREE LiteSpeed (20x Faster)
FREE LiteSpeed Wordpress Cache
FREE Cloudflare CDN w/Railgun
1 Click WordPress/App Installer
1 Click WordPress/App Staging
FREE & Auto SSL
5 x Email Accounts
5 x Databases
5 x Addon & Parked Domains
UNLIMITED Subdomains

Business Unlimited

£79.99 Monthly

15 GB SSD Raid 10 Storage
35 GB Bandwidth
FREE LiteSpeed (20x Faster)
FREE LiteSpeed Wordpress Cache
FREE Cloudflare CDN w/Railgun
1 Click WordPress/App Installer
1 Click WordPress/App Staging
FREE & Auto SSL
UNLIMITED Email Accounts
UNLIMITED Databases
UNLIMITED Addon & Parked Domains
UNLIMITED Subdomains

For hosting, domains and ongoing support we also offer a variety of options which you can browse at <https://digitalhero.host/cart.php> and <https://digitalhero.host/cart.php?gid=2> respectively

Add-ons

Ongoing support

Wordpress Updates
and 2 Hours Support

£99.95 Monthly

Wordpress Uptime support
Wordpress and Plugin updates
Wordpress Website Backups
Website Malware Scans
Web & Graphic Design Support
Wordpress Development Support
Up to 2 hours/month
Timesheet tracked and
unused hours rollover
Direct support live chat

Wordpress Updates
and 5 Hours Support

£179.95 Monthly

Wordpress Uptime support
Wordpress and Plugin updates
Wordpress Website Backups
Website Malware Scans
Web & Graphic Design Support
Wordpress Development Support
Up to 5 hours/month
Timesheet tracked and
unused hours rollover
Direct support live chat

Wordpress Updates
and 10 Hours Support

£299.95 Monthly

Wordpress Uptime support
Wordpress and Plugin updates
Wordpress Website Backups
Website Malware Scans
Web & Graphic Design Support
Wordpress Development Support
Up to 10 hours/month
Timesheet tracked and
unused hours rollover
Direct support live chat

With regards to the design and development tasks associated with the on site optimisation and ongoing site management (e.g. uploading posts, updating content, making design changes where necessary etc) it would be difficult to give a quote right now, but given the size of the site it would be safe to assume at least in the beginning (1 - 2 months after website relaunch) around 20-30/hours a month (£600-£900) will be necessary. We will also have a shared time sheet for this ongoing work, which will include all task details and respective hours, whereas unused hours will roll over to next month. Finally, we can always review and adjust the hourly allocation according to changing needs as well.

Add-ons

SEO optimisation and management

Option 1

£600 Monthly

3 target keywords
SEO Audit
Content Recommendations
Technical Recommendations
Initial Keyword Research
Monthly Performance Report
Google My Business advice (if required)
Ongoing Link Building

Option 1

£1,000 Monthly

5 target keywords
2 Competitor Reports and Benchmarking
SEO Audit
Content Recommendations
Technical Recommendations
Initial Keyword Research
Monthly Performance Report
Google My Business advice (if required)
Backlinks Audit
Toxic Link Research
Removal of previous toxic links from Google index
1 hour telephone consultancy per month
Ongoing Link Building

Option 1

£2,000 Monthly

20 target keywords
3 Competitor Reports and Benchmarking
SEO Audit
Content Recommendations
Technical Recommendations
Initial Keyword Research
Monthly Performance Report
Google My Business advice (if required)
Backlinks Audit
Toxic Link Research
Removal of previous toxic links from Google index
3 hours telephone consultancy per month
Ongoing Link Building

We can also offer SEO optimisation and management services in addition to the proposal above. In terms of the process with regards to SEO, it would be similar to the standard process with a new site, whereby we'd start with the keyword research and full site audit, devise the strategy and begin Onsite and Offsite optimisation. In terms of just SEO management costs we can offer three different packages, which essentially differ with the extent of involvement and number of target keywords:



DIGITALHERO

hello@digitalhero.io

+44 2080 896881

DIGITAL HERO GROUP LTD