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OVERVIEW

This service is provided by Advertisers Galleria and I, Robert Bubba, will be the developer and contact person. The purpose of this project is to execute a professional website redesign for Global Polygraph Network. The website will feature all the elements, functions, and specifications as found on the current website, <https://www.polytest.org/>, alongside the new enhancements we discussed; keyword research and competitor analysis, on-page SEO optimization, mobile responsive, security, speed optimized, inquiry forms, prominent CTA options and an overall simple but professional aesthetics.

For this project we have proposed moving the site from asp.NET to PHP with a self-manageable WordPress CMS to handle editing and admin functions.

The main goal of this proposal is to determine an accurate time and budget estimate, as well as determine the main technological route, web technologies, methodologies, phases of work, and other important details to best achieve and deliver on your business and creative goals.

Please view the below proposed project specifications for the first launch of this site, which includes all the specifications you requested on our discussion.

SOLUTIONS, SCOPE OF WORK, AND DELIVERABLES

The primary purpose of this website project is to create a website using the latest technologies and trends, designed to portray your business's aims and objectives.

For this project, our work process will be an eight-step methodology for delivering the web solution. The eight-step process includes the following deliverables for the development of a high end, database driven website.

1. Preliminary Research and Discovery Phase:

- a. Gathering all the final specifications of the project
- b. Research of the field, market, and target industry
- c. Establishing the strategy to best accomplish site goals within an agreeable cost and timeframe
- d. Fine tuning the technological route for the design and development of the site
- e. Determining the full and final in-depth scope of the project

The above, has mostly covered to a greater extent.

2. Strategic Planning:

- a. Conception of the main goals of the website and of the users' pathways, including what we call "the preferred customer pathways".
- b. Conceptualization of the website's flow
- d. Preparation of detailed charts and wireframes showing the different areas of the website, their



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features, the technologies that will be implemented, etc.

e. Optimization of the navigation according to the application's goals

3. Web Design – Graphic Design Work:

a. Conception and creation of the graphic theme of the website and of the web application, including color scheme, atmosphere, general look and feel, etc...

b. Actual design of the website and of the web application based on the layouts and structures

c. Conception and creation of all the graphic elements of the website

4. Front End Programming:

a. Top quality hand coding (XHTML / CSS / JavaScript) of all the web pages

b. Advanced programming and integration of latest front-end web technologies for enhanced user experience and usability

c. cross browser compatibility and mobile responsiveness

5. Server-side Development:

a. Integration of the databases

b. Actual programming work to implement the application

c. Actual programming work to implement the back-end and full administration

d. Integration with all features including Lead generation functions, contact forms etc...

6. Optimization:

a. load time and speed

b. image optimization

c. content optimization (on-page SEO)

d. Security and firewalling

7. Content transfer:

Content transfer and styling, or content implementation as delivered from your end if not transferable from an old site. This includes and is not limited to rewriting and expanding upon the current content for optimal SEO value

8. Quality Assurance and Launch:

a. Extensive testing to ensure the application is 100% bug free and is fully compatible

b. Fine tuning the final details of the application design and features

d. Migration of the site to the live server and launch!



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Through the above 8 step process you are assured of deliverables that far exceed your expectations and needs. Each step of the process is supported by the appropriate documentation and will go through its own QA process. You will fully approve each phase through our live staging. Throughout the project, you will have full control in regards to how you want the site to look, function, flow, etc...

MY FEES

My rates to you will be based on the scope discussed above and you will be able to evaluate the value of each proposed element as shown below.

Itemized scope of this project:

Hours included in your solution:

1. Strategic Planning & Project Management – Free
2. Design – 25hrs
3. Front End Programming 40hrs
4. Backend programming – 135-185hrs
5. Content Migration (copy setting) and copywriting – 20hrs
6. On-page content optimization – 30hrs
7. Security and speed optimization – 5hrs
8. Quality assurance and Launch (migration) - Free

Totals: 250-300hrs

Billing rate: \$10000

Timeframe – about 3 months.

The rate above include the redesign of all the front facing pages available on <http://www.polytest.org/default.asp> and the back-end functions of the examiner portal. The examiner portal includes the following sections: case admin, country manager, examiner manager, FAQs manager, Links manager, Location manager, scrolling text manager, states manager, admin home and the login page.

MINIMUM DELIVERABLE ON SEO IN THIS PHASE:

Search Engine Optimization (SEO)

- Proper text formatting, code structure and page loading sequences
- Proper page names, html titles and descriptions



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- File and image compression, and file caching to make site load faster
- Add alt tags and titles to images and links
- XML and HTML site maps
- Maintain current seo values and improve upon them
- Handle 301 redirects appropriately for any pages that may change to redirect serp and seo juice

MISCHELLENEOUS

Client's target market are private individuals, attorneys, therapists, corporations, and government agencies, while the end user market will be polygraph examiners. Therefore, the site should be built with simple, clear aesthetics but be engaging enough to captivate the interest of its diverse target market. It should also have an easy to use backend that allow for easy yet organized access to both the examiners and the site admin. To achieve this, we will need:

1. Engaging, attention grabbing aesthetics
2. Clear flow and site structure
3. Robust database

HOSTING

Client will provide final hosting on their own server. Site will be migrated to client server upon completion and only upon approval by client.

PAYMENT TERMS

4 installments broken down as follow:

1. 30% as deposit to get started
2. 30 % after design setup and back-end development (once you have reviewed proof of work). At this point project should be 80-90% done.
3. 30% after completion of project and verification of the same from your end
4. Final 10% after site migration to your server. (upon verification all is working fine on your server)

YOUR RESPONSIBILITIES

For the solution I have prepared for your project, I have assumed that:

- a) You will provide one main point of contact through which all feedback and communication will flow
- b) Your team will be responsive and cooperative throughout the project
- c) You will provide the company's branding material, including the logo (digital source files), etc., if different from what is on current site

If you have any questions, please feel free to ask. I am ready to proceed with this project and am also



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open for further discussion.

I appreciate your business and I am looking forward to working with you.

Client Signature: _____ Date: _____