

August 15, 2007...



Dear Client,

This is the web site construction proposal for your business, in which we will build the site using the domain name yourdomainname.com. The construction of the Your Business web site will be six pages consisting of HTML Code, Graphic Design, Java, Java script, CGI, optimized graphics for the Internet, navigation, meta tag construction and installation.

### **Web Site Components:**

We will create graphics and generate HTML pages for each section of the web site based on the provided content from Your Business. The site will be scalable and able to accommodate additional features and functionality when requested in the future.

### **HTML Pages**

**Home Page** - The main page for navigation throughout the web site with have five buttons. It will include a introduction to the Your Business.

**Products** (1 page) - Will have an introduction, product photos and links to the following categories listed within the products page.

- Shearling (Description and a few photos)
- Leather ((Description and a few photos)
- Men's (Description and a few photos)
- Accessories (Description and a few photos)
- Plus Sizes (Description and a few photos)
- Petite (Description and a few photos)
- Children's (Description and a few photos)

**Services** (1 page) - Will have a textual introduction, photos and the following list with

- Care (Description, possibly one photo)
- Storage (Description, possibly one photo)
- Cleaning (Description, possibly one photo)
- Remodeling (Description, possibly one photo)
- Repairs (Description, possibly one photo)

**FAQ** (1 page) –This page will have a textual introduction, 3 or 4 photos and will contain the upcoming events as well as some of the past events with photos.

**Directions** (1 page) - A graphic that displays a map with your companies' location pointed out. And also a link that will automatically open up a new browser window, in which the visitor can get directions to your store by filling in their address.

**Contact** (1 page) – This page will include a form that can be filled out and sent to you via email requesting more information or pricing.

Your Business will need to provide all web site data and text preferably in ASCII delimited or Microsoft Word format. We also need the actual photographs for the images to be used on the web site.

**Initial Design:**

We will construct a design and layout concept for the new web site, which will be presented to Your Business. At this time we will discuss the design concept with you and listen to your suggestions to improve on the design and layout. The appropriate changes will be made and the concept will be presented to Your Business a second time. After minor changes and approval of the design and layout, the construction of the web site will begin.

**Customer requirements to complete the project in a timely manner:**

Please be available or have an assistant available to answer questions and work with our staff as questions arise during the development stage. Content, text, as well as any graphics or pictures you may have and would like to see on the web site, should be delivered to us at the commencement of the web site construction. Upon acceptance of proposal, 50% of the project price is to be paid up front and 50% upon completion and client satisfaction.

**Pricing Structure for Your Companies web site:**

The construction of the web site will consist of HTML code, graphic design, creating Internet optimized graphics and photographs, navigation, meta tag construction and insertion, interactive forms and Java programming and scripting

**Total cost for web site construction:     \$1,200.00**

Commencement cost: **\$600.00**

Cost upon completion: **\$ 600.00**

If you need any questions answered or additions to what we have discussed please contact us at your convenience.

Sincerely,

Copper Shark Staff

We realize that when starting any Internet project changes are constant as well as common and often we find clients want us to add something that was not included in the original web site construction plan. We welcome these ideas and encourage them, however, if there is a considerable deviation from the original agreement, reasonable compensation will be discussed at that time.

This contract constitutes the sole agreement between Copper Shark and the Client regarding its Web Design Service. It becomes effective when signed by client.

On behalf of the client (authorized signature):

\_\_\_\_\_ Date\_\_\_\_\_

Copper Shark (authorized signature):

\_\_\_\_\_ Date\_\_\_\_\_

*Please sign and then mail this proposal to the address below.*