

Website Design Plan for _____

February 28, 2013

This plan outlines the scope of services to be provided by Muse Marketing (Claire Williams) to _____ in a redesign of their current website.

Plan

The website will be built on the Wordpress CMS platform, with the WooCommerce e-commerce plugin. A payment plugin will allow customers to pay with either PayPal or with a credit card using the Stripe payment gateway (see www.stripe.com for details).

The site will feature a clean and modern look, including a slider on the home page to feature pages within the site. Products will be grouped into categories for easy shopping. Product pages will allow the customer to see photos of the product, view an item description, see specifications for artwork (if applicable), and leave a review if they are a logged-in customer.

The product page will allow customers to choose options and variables for the product, which can modify the price in real-time. If desired, customers can enter notes or upload a file (this can be disabled). The customer can choose to Add to Cart or Request a Quote. If they request a quote, they'll be redirected to a form where they choose their options for that product, fill out contact information (so you can contact them as a lead), and submit the form.

Shipping can be calculated based on a flat rate of your choosing, or with live calculations from UPS, USPS, or FedEx (which ever you prefer). Tracking information can be added to orders for customers to view in their account area.

Customers and orders can be exported to a CSV file for accounting purposes.

The product feed will be exported to the Google Shopping Platform, bringing you potential additional sales.

Plugins will be installed for SEO, backups, and security.

Deliverables

This project will include the following:

- Wordpress Website with custom theme and WooCommerce e-Commerce plugin, with all of the features outlined in the "Plan" section above.
- All products and information configured and ready to launch
- SSL Certificate for secure processing of credit cards
- 301 Redirects from old URLs to new URLs
- 3 Hours Client training on how to use the platform

Add-Ons

These services can be purchased for an additional fee:

1. Integrate website with QuickBooks (sync customers, invoices and orders): \$____
2. Create packing lists for shipments or print invoices: \$____
3. Dynamic Pricing (allows for bulk discounts based on quantity ordered): \$____

Terms, Timeline & Pricing

All work, code and designs will become the property of _____. Muse Marketing/Claire Williams may reserve the right to link to the site as an example of our work on www.musemarketing.net.

The price for the project (excluding optional add-ons listed above) is \$_____. Payment can be divided into three sections:

1. \$_____ upon commencement of this contract.
2. \$_____ upon milestone: Custom theme and cart setup with sample product(s) to the satisfaction of the client. (Estimated Time: 2 Weeks or Less from Commencement)
3. \$_____ upon completion of project and launch on client domain. All Deliverables (client products, pages, information, payment methods, 301 redirects, etc.) will be set up and QA tested. (Estimated Time: 1 Month from Commencement)

Any add-ons purchased will be added to the initial payment. Payment can be made via Credit Card or PayPal.

Agreement

I agree to the terms of the proposal listed above for the website redesign by Claire Williams of Muse Marketing for _____.

(Representative of _____)

(Representative of Muse Marketing)

(Date)

(Date)