

Proposal for Website Redesign and Social Media Enhancement

Hamza Athar
[MY CONTACT INFO]

[HIS NAME]
[HIS EMAIL]

[NAME],

On our previous call, we discussed some ideas and agreed to send you a proposal for the initial project. Included in this document are the: Objectives, Deliverables, Results, Timeline and Pricing.

Project Scope

Website Redesign

Objectives:

- Modernize the website design to reflect your brand identity.
- Improve layout and navigation.
- Enhance SEO to increase organic traffic.

Deliverables:

- Complete website audit and analysis.
- Design and development of a new website layout.
- SEO optimization, including keyword integration.

NOTE: Programming And Developing Visual Elements (graphic elements, video editing) IS NOT INCLUDED.

Objectives:

- Increase social media engagement and followers.
- Develop a consistent and impactful posting strategy.
- Utilize targeted content to attract potential clients.

Deliverables:

- Social media audit and strategy development.
- Creation of a content calendar for 2 weeks.
- Design, scripting and scheduling of posts, stories, and interactive content.
- Engagement with followers through comments and direct messages.

Results:

- Ensure your website ranks in the top 5 search results for relevant keywords. This will directly increase visibility and drive more organic traffic to your site, helping you attract potential clients actively searching for photography services.
- Improve your website's SEO performance to boost search engine rankings, making it easier for clients to find you.
- Enhance user engagement on your social media platforms by creating content that targets your audience, leading to increased interaction and follower growth.
- Establish a consistent and professional online presence that reflects your expertise, building trust and credibility with your audience.

Timeline

Phase 1: Initial Consultation and Planning (2-3 days)

- Discuss goals and objectives.
- Conduct website and social media audits.
- Develop a detailed action plan.

Phase 2: Website Redesign + Social Media Implementation (1 week)

- Discuss goals and objectives related to SM.
- Design and finalize the new website layout.
- Implement SEO practices.
- Develop week-1's content.
- Initiate posting and SMM.

Phase 3: Social Media Implementation (1 week)

- Discuss goals and refined strategy + reporting of engagement and trends observed.
- Create and schedule content based on the newly developed strategy.
- Refine strategy according to dynamics observed.
- Monitor and engage with followers.

Pricing

The total cost for this project is 20 KWD (Twenty KWD). This amount will be charged at the end of this 2-weeks period after you're 100% satisfied with these services. The payment will be carried out through a "Bank Transfer", locally known as a "link transfer".

Next Steps

Please review this proposal and let me know if you have any questions or require further details. I am confident that together we can significantly improve your online presence and attract more

clients to your business. Once you approve, we can schedule an initial consultation to begin this project.

Best regards,

Hamza Athar
[ME CONTACT INFO]

****Subject Line:** Proposal for Enhancing Your Online Presence**

Hi Abdullah,

On our previous call, we discussed some ideas and agreed to send you a proposal for the initial project. Attached to this email is a PDF file containing the proposal detailing the objectives, deliverables, results, timeline, and pricing.

Please review the document and let me know if you have any questions or need further details. I look forward to your feedback and to getting started on this project.

Best regards,

Hamza Athar
iamhamza.athar@gmail.com
+965-99581833