

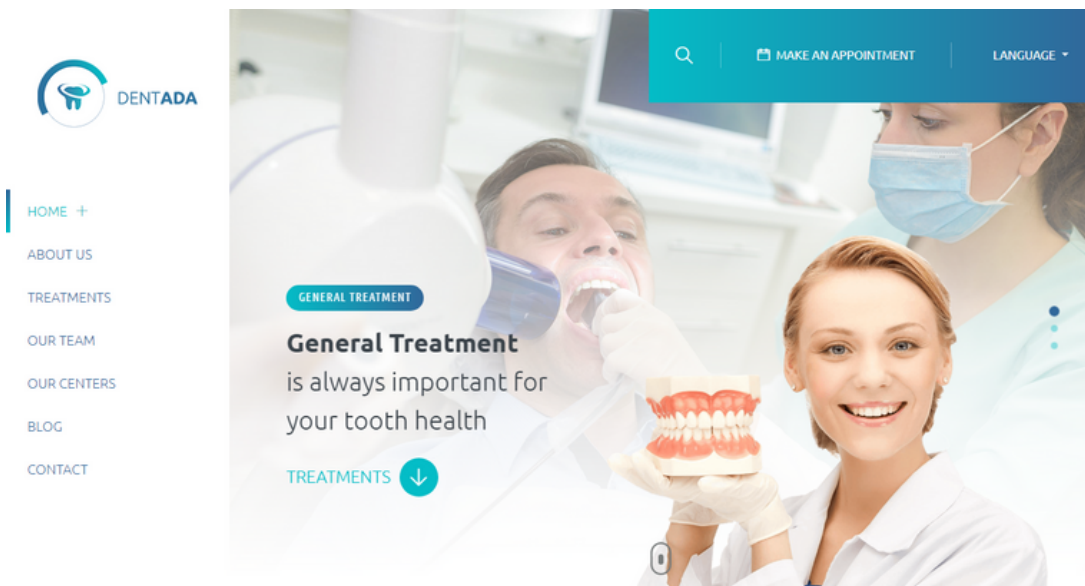
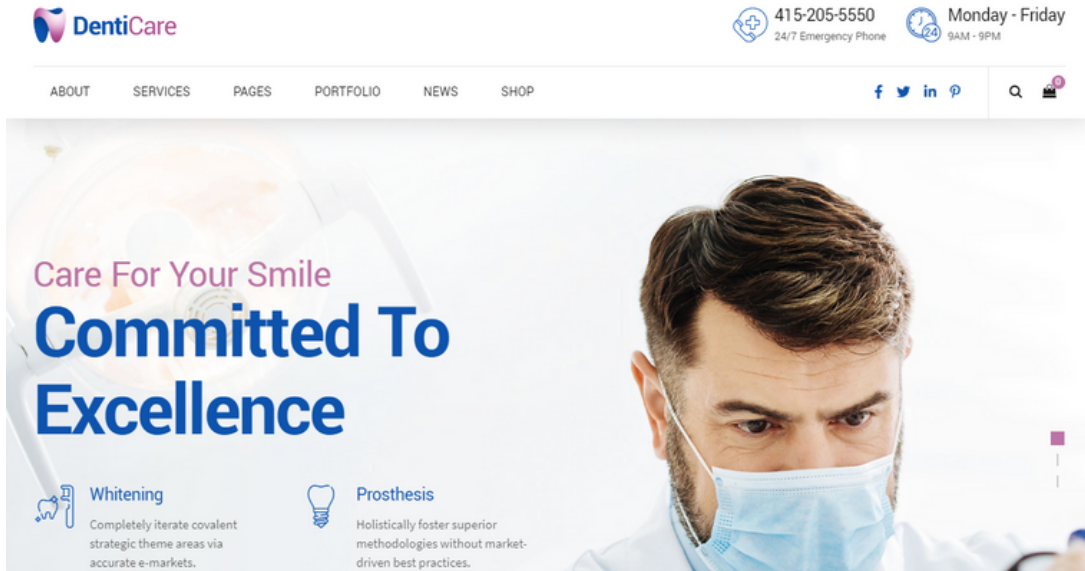


Website Design Proposal

27/11/2019

Proposal for: Direction Group of Institutions Pvt Ltd
Proposal by: Digital365

We Help You Build Websites That Generate More Patient Inquiries Online.



Introductions

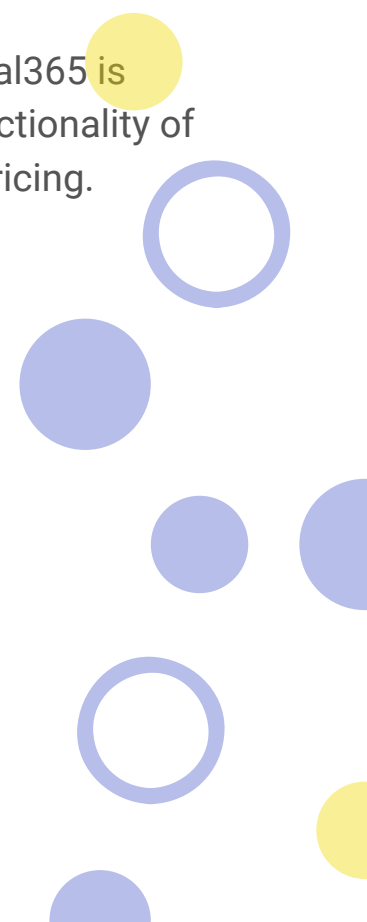
On behalf of the entire team here at Digital365, I want to thank you for the opportunity to earn your business as your provider of Web Design Services. There are thousands of companies offering these services that you could have chosen, and yet here we are, with an opportunity to earn your business. I cannot understate how much we appreciate being able to put this proposal in front of your today.

At Digital365 we believe in standing out. We stand out as a Web design company by insisting on pushing the boundaries of website performance, and by delivering work of the highest quality on-time and on-budget.

Our mission to stand out doesn't stop with our internal goals. After all, our clients' satisfaction is what keeps our doors open, and helping your stand out is the best way to make sure you're completely satisfied. We're committed to helping your brand stand out in a crowded market, against a sea of hungry competitors.

I've included a lot of details in this proposal, because I want to make it abundantly clear that Digital365 is the best Web Design Company. You'll find details regarding the functionality of your future website, our web design process and detailed project pricing.

Alok Badatia
Project Lead
Digital365



Feedback from our Clients

Nothing is more precious to us than an encouraging word from our clients. Rather than simply telling you how dedicated and skilled the Digital365 team is, I'd like to offer you a few examples of what our past web design clients have had to say about us:

"Digital365 did a great job on our website. We regularly update our page layouts and content to improve conversions, and they're always quick to implement changes we request. Their monthly reports are also extremely valuable to us."

– Leading E-Commerce Partner, Happy client

"Our old website was terrible. It didn't work on mobile, and I don't think it ever generated a lead for our sales team. Digital365 built a new site from the ground up, and we're extremely happy with it. We're seeing new leads on a daily basis, making the new site one great investment."

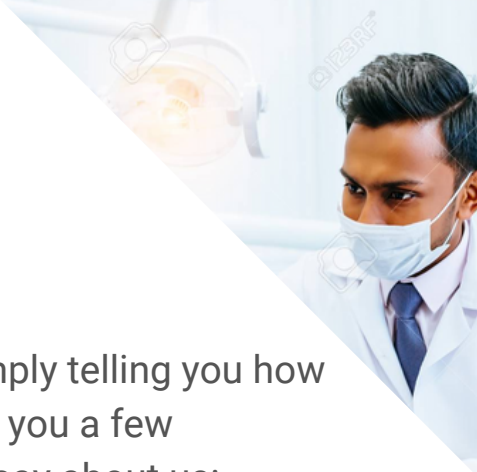
– Leading Crypto Currency, Happy client

We're proud to be the web design agency chosen by brands who want to take charge of their growth, including:

Ommgems.com

Wonderaroma.com

ddcunion.com (Outsourced by another Agency)



Your Website

After speaking with you at length regarding your needs, we've developed a vision for your website that we feel will greatly improve your overall branding, expand your digital marketing efforts and increase the volume of leads generated for your sales team.

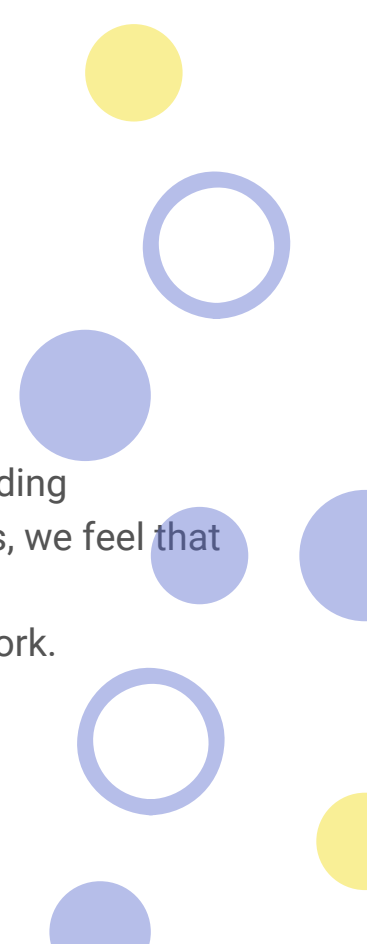
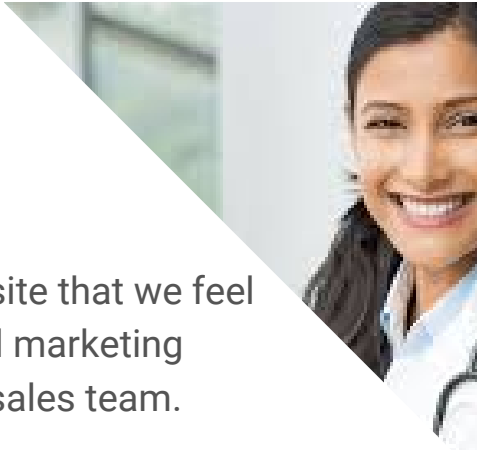
Your website will include the following pages:

- Home
- About Us
- Vision and Mission
- Director Message
- Admission
- Gallery
- Faculties
- Alumni
- Syllabus
- Queries
- Contact Us

There are a few key features that we'll build into your website.

- SSL Certificate
- Social Media Integration
- 3/4 blogs
- Google Analytics Integration
- Social Media Optimization
- E-mail Address
- Live Chat Integration
- Mobile Friendly Website
- Optimized for Fast Loading

Our team is proficient in development using every major CMS, including WordPress, Joomla, Drupal, and Squarespace. Based on your needs, we feel that WordPress is the best platform for your website. Back-end we will use **PHP** and frontend we will use **HTML, CSS, Eduma** as a framework.



Our Development Process

We take a structured approach to web design. Our development process was created to ensure every project is delivered on-time and on-budget. Once your web design project kicks off, here's what to expect.

- **Initial Planning**

The first order of business is to sit down with your team and create a detailed set of design and technical specifications. These specifications serve as a roadmap for the rest of the web design process.

- **Wire-framing**

Wireframes are your first chance to visualize your website. While they're not nearly as detailed as the final site will be, they give us a visual representation of the site's overall layout.

- **Copy and Graphics**

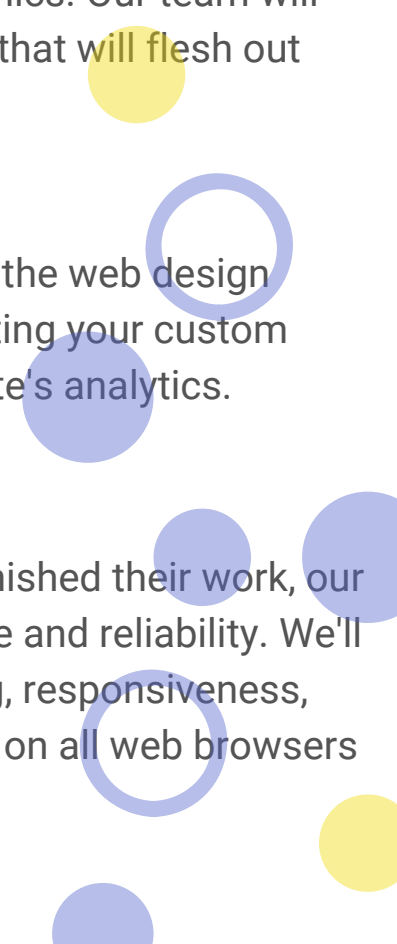
Once we've agreed on a final design based on the wire-framing, our team will proceed with development, kicking off two phases in unison. The first involves creating your site's copy and graphics. Our team will get to work and come up with the copy and images that will flesh out your final site.

- **Development**

At the same time, we'll kick off the technical side of the web design process. This will include deploying your CMS, creating your custom theme and page designs, and setting up your website's analytics.

- **Testing**

Once our writers, designers, and developers have finished their work, our team will get to work testing your site's performance and reliability. We'll use various tools to benchmark your site for loading, responsiveness, and speed, while also ensuring that it works reliably on all web browsers and mobile devices.



- **Deployment & Optimization**

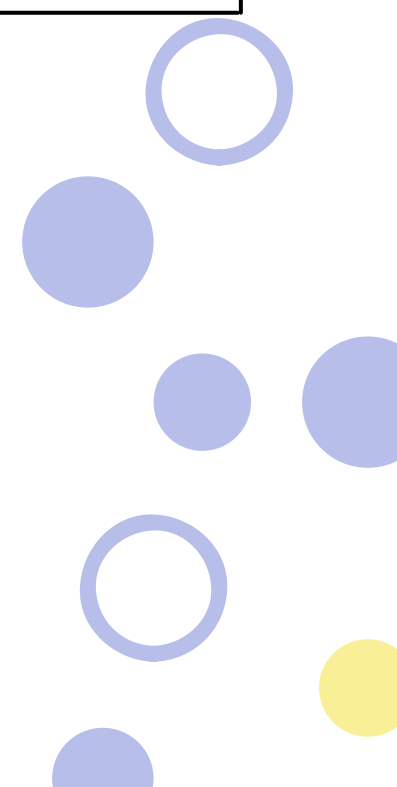
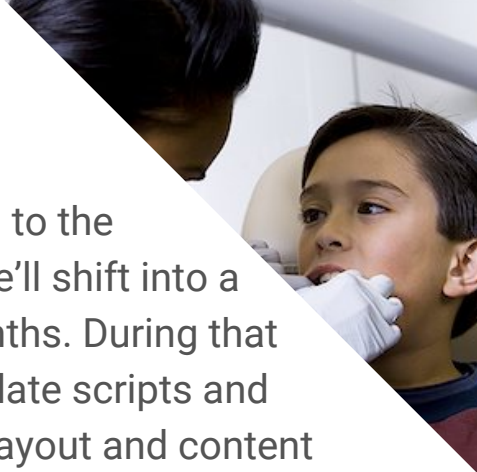
Once we're sure that your site is ready to be released to the public, we'll deploy it on your public domain. Then, we'll shift into a monthly support process that will continue for 6 months. During that period, we'll create monthly backups of your site, update scripts and plugins to main security and reliability, and perform layout and content updates as your request.

- **Support**

Project Timeline

The table below represents our projected timeline for your web design project.

Technical and Deign documents	10-15 Days
Wireframes	
Copy and Graphics	
Development	
Testing	
Public Launch	



Fee Summary



Service Item	Cost
Website design and development (15-20) Pages	Rs. 20,000
Web hosting and Domain Registrations	Clients Need To Provide
Total	Rs. 20,000

We will build a website for according to the description laid out in this proposal. Any additional features, pages, or other changes to project requirements may affect the timeline and costs laid out in the tables above, and will require a separate change order document.

Next Steps

To proceed with this project,

1. Accept the proposal as is or discuss desired changes. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.
2. Finalize and sign contract.
3. Submit initial payment of 50% of total project fee.

Once these steps have been completed we will begin the project with a kick off meeting to introduce relevant personnel and begin preliminary project

