

Summary

Gridwork Design will design, develop and deploy a new website for <CLIENT>. This site will include freshly developed content, along with a user-friendly control panel powered by ExpressionEngine. Front-end code will adhere to web standards and best practices in content accessibility.

Estimate

<i>Phases</i>	<i>Cost</i>	<i>Hours</i>	<i>Summary</i>
Planning	\$XXXX	XX	Meetings, emails, research
Design	\$XXXX	XX	Typography, layout, color scheming, art direction
Develop	\$XXXX	XX	Template coding, site/workflow implementation, page behavior
Deploy	\$XXXX	XX	Content migration, optimization, caching
Software	\$XXXX		License for ExpressionEngine and various add-ons
TOTAL	\$XXXX	XX	

Terms

- All work is billed at **\$XX per hour**. Time is tracked in **half hour** increments.
- A **\$xxxx retainer**—credited back on your first invoice—is due before beginning work on this project.
- This project can be scheduled to **begin as soon as January 1 and launch by March 1**.
- Fixed expenses include a **standard 15% markup**.
- This is an estimate and not an acceptance of final expenses. Invoices for **actual hours worked** are sent on the 1st of the month, and are due within 30 days.
- <CLIENT> **retains ownership** of site identity and content. **Site functionality is permanently licensed** from Gridwork and may not be resold without permission. We retain the **right to use creative work** in our portfolio.

Agree to the terms
outlined above

X

DATE

RETURN TO Gridwork Design · 1944 Pacific Avenue, #909 · Tacoma, WA · 98402

Please contact Seamus Holman at (206) 319-2613, or seamus@gridworkdesign.com if you would like additional information on anything in this proposal.

Phase 1: Gather

By reserving some time for discussion, research and reflection, we will have a much clearer picture of how to build a site in the best possible way for your customers and business goals. Initially, this includes a review of any existing plans or strategies, and asking more questions. We'll take what we learn and forming a strategy for implementing your site.

From all this information we will construct a plan and appropriate information architecture to encourage paths for different audience types to follow. Additionally, we will establish metrics to measure over the long-term for determining success rates on your various goals.

OVERALL HOURS 25

Phase 2: Design

TEMPLATE WIREFRAMES Wireframes indicate a rough skeleton of your site. They help to determine a logical structure/hierarchy for all the components that go into your core template design. Internally, we will develop several concepts on simple graph paper. Once we've found a format that accommodates all the necessary pieces, a final design will be produced with page layout software and we will begin adding visual flourish.

GRID, TYPOGRAPHY, LAYOUT Our challenge here is to find a balance between simple and usable interface and still maintain a design that preserves your current, outstanding branding. As a fundamental component of graphic design, we will utilize a grid system to impose order and consistency from one page to the next. The typography on your site will ensure that, first of all, the widest possible audience is able to read your content (often overlooked). And secondly, great typography engages readers on an emotional level, crucial for establishing credibility.

PHOTOS & GRAPHICS Your new site will benefit from incorporating stronger visual content. A good photo and caption can be the difference between someone deciding to read an article or skipping along to something else. We will build optional photo and graphic uploads into the content loading process and into the page templates.

DESIGN REVIEW The process from wireframe to layout will produce an updated concept for the future of your new site. After reviewing the initial comp, we will go through two rounds of back and forth iterations to come up with set of final approved templates that will inform the overall look and feel throughout the rest of the site build-out.

TIMEFRAME 4 – 6 weeks

DELIVERABLES Design concepts for <CLIENT> home pages and content pages

HOURS 60

Phase 3: Develop

CONTENT MANAGEMENT To keep the development timeline to a minimum and reduce the learning curve when your staff administers the site, Gridwork uses a content management system called [ExpressionEngine](#) (EE) to power most of the features of your site. Although it's oriented towards blogging, the flexible design of this system allows almost any type of site to be constructed on top of the base installation. *If you are interested in learning more about EE, I'd suggest starting with a quick review of [the documentation](#). I'll be glad to answer any questions you might have and explain how the code that I use to build your site works.*

TEMPLATE CREATION Creating templates is at the heart of all database-driven websites. They are what make it possible to make those quick changes that affect thousands of pages. The holy grail in efficient template design is separating visual presentation (CSS), page structure (HTML), your actual content (EE) and behavior (jQuery). And we'll do our best to create a highly efficient system towards that end. All templates will be coded by hand to ensure standards compliance, maximum accessibility and a clean, easy-to-maintain codebase. Repeating elements — like the footer and navigation — are broken off into individual containers.

PARTICIPATION To drive repeat traffic to your site, we will come up with a user participation model that suits your organization. This can include membership tools, social networking functions, reader discussions, email newsletters, and more. We put a special emphasis on simplicity and elegance with these functions.

NAVIGATION For each area of your site, we will define primary and secondary navigation. Along with a logical URL/directory structure, this will form the nexus of activity for most visitors. It should also provide a consistent orientation point for people browsing from page to page on your site. We'll figure out how best to group similar content together to reduce the amount of digging required to find something. Not only does great navigation/structure benefit readers, it will improve search engine rankings and overall traffic.

TIMEFRAME 4 – 6 weeks

DELIVERABLES Fully working site

HOURS NEEDED 80

Phase 4: Deploy

CONTENT MIGRATION As part of testing the functionality of your new site, a portion of your existing content will be loaded to the new database. We will attempt to automate as much of this process as possible to avoid the drudgery of cutting and pasting hundreds of entries by hand. We will also provide a workflow for loading content yourself.

BROWSER TESTING To speed development and keep headaches to a minimum, we test ongoing development in Mozilla Firefox, widely considered to be the most standards compliant browser on the market. Before we deploy a live site, we will debug your code for compliance with Internet Explorer 6 and Safari, which will represent 99% of the current browser market.

PAGE/TEMPLATE CACHING Once we've locked down an approved site, we will set up dynamic portions of the site to cache and generally look for as many speed improvements as we can make so your site will thrive when traffic begins to build.

TIMEFRAME 2 – 4 weeks

DELIVERABLES Cross-browser compatibility, content migration, speed optimizations

HOURS NEEDED 30

Phase 5: Maintain

Once your web site launches, you are sure to gain new insight about how to continue evolving your vision. Whether it's from reader feedback, new ideas from your staff, or unforeseen technological advancements, Gridwork aims to maintain an ongoing relationship with our clients. Sometimes we'll even have ideas that you may want to consider implementing. Additionally, we can help with direct marketing, ad sales, print design, and ongoing site development. If you are happy with the outcome of this project together, let's discuss the details of an ongoing maintenance contract.

TIMEFRAME Undefined

HOURS NEEDED As needed

About Gridwork Design

We create and manage web sites for small, mission-driven organizations. By combining smart planning, best-of-breed software and beautiful design, we will maximize every penny of your budget. At Gridwork Design, financial stability, artistic integrity and a social conscious aren't competing goals.

See more and review our portfolio at www.gridworkdesign.com.