March 29, 2012

Dear Dr. Grzelak,

I took the liberty of creating a prototype website based on the single-page structure that we spoke about on the phone for your business. The navigation bar at the top of the page provides the user shortcuts to various sections of information on the page in animated fashion. It was an interesting challenge that I had been working on previously. I would be honored to have it published.

You can see the prototype at http://www.arcdesign.com/grzelak/ The Latin text that you see will obviously need to be replaced with content specific to you and your business. The 'Lorem Ipsum' text generator that produced the Latin text you see is something that web designers use to quickly generate blocks of content while formatting pages.

The available prototype, if deemed acceptable, will require additional content and formatting as well as publication and search engine optimization. The overall cost of design should be cash total of $400 or 20 hours at $20 per hour. It is customary to pay 50% at the start and 50% when the site is published. Time on task and scope parameter follow. Otherwise, we may still discuss other layout options for which I will have to draw up different overall cost estimates for design.

Domain registration and hosting would be in addition to the overall cost. The two options that I listed below would be roughly $155 or $250 for two years and would require renewal prior to expiration.

Content Generation (10 hours)

Images

Images or pictures supplied by you will need to be at least 960 pixels in width by 350 pixels in height. The higher the resolution, the better the optimized web resolution will be. The site as it is currently formatted will require at least 5 pictures: (2) Office pictures, (2) Staff pictures, and (1) Picture of you

I can include basic open-source, un-copyrighted images like those seen in the prototype site. I include basic editing and web optimization of all images in the overall cost.

Various other icons or images to represent services or specialties can also be presented by you or supplied by me. Again, if the graphics I supply are stock, they are included in the overall cost.

Any custom graphics or images that I produce will generally come at additional cost. I charge roughly $20 per hour. We can discuss any such services (DSLR photography, vector logo creation, etc.) and estimated time prior to adding them to the cost of the site.

Content
I will need your help with content for the site. I have learned quite a bit about marketing in dentistry by looking at your competition. Your story, your organization, and your services are unique, however.

I anticipate, and include in the overall cost one major iteration. I will likely have to apply search engine optimization (SEO) to the structure of the content that you supply. I will then give it back to you to proof prior to publication.

SEO is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results. SEO efforts may involve a site's coding, presentation, and structure, as well as fixing problems that could prevent search engine indexing programs from fully crawling a site. Effective SEO may require changes to the HTML source code of a site, SEO tactics will be incorporated into all website development and design to make sure the web site is "search engine friendly"

Social Media

In line with SEO, presence in social media can greatly help your site rank. I have supplied buttons to link Facebook, LinkedIn, and Twitter toward the bottom of the page. I would suggest that you establish free accounts under your business name for each of these networks. I can also make myself available to help you establish these profiles if you wish. The service I would provide would be to link the social media outlets to your website.

External Links

You will need to supply at least (3) links to external sites. These sites will likely be professional associations or dentistry sites that are relevant to your industry. By providing links to trusted sites that are related to your site, you will increase you search engine rank.

Please note the link to my site toward the bottom of the page. This will be what is known as a reciprocal or back link. By providing me with a link to my site from your site, I will also provide you a link to your site from mine. This process will increase the search engine rank of both of our sites.

Email Address

You will need to supply me with an email address that you use for business. I will code the 'Leave a message' form in secure PHP script so that potential clients can safely and securely contact you via email. I will also include anti-spam measures in the script.

Publication (10 hours)

Domain Registration and Hosting

In order to keep the maintenance of the site and the domain registration as simple as possible, I would recommend registering your domain through a reputable host. I have used http://www.site5.com
and was pleased with their service. Their entry level plan is $5.95 per month through a Chicago based server if you pay for 24 months of hosting in advance. They offer a plan for $9.95 per month through the Chicago based server that will offer you the ability to expand the site if so desired in the future.

They also use a trusted top-level domain registrar (Verisign). I have a coupon code that will give you your first year of registration for free. Subsequent years cost $9.95 each. You will retain all rights of ownership to your

domain as long as you don't let it expire. At anytime, you can transfer your domain to another registrar if you wish. Ownership of the domain is an important consideration when picking a registrar / host combination.

I can help you register when we are ready so you can use your own credit card. I can also pay for it and add it to the overall cost, but the registration would fall under my name. Either way, I will need access to the hosting account in order to create and maintain the site.

We will need to discuss domain name options... for example: "www.grzelakdds.com" or something like that.

Establish FTP Client

A file transfer protocol client would be configured to streamline publication and maintenance of the site.

Local Directories

I will create Google Places, Bing Local, and Manta accounts to drive local web searches to your site. The process requires verification of business ownership via mail through Google and Bing. That will require you to stay on the lookout for mailers from Google and Bing that I will be requesting. Once I have the pin numbers from those mailers, we will be able to customize your local listings with the two biggest search engines.

Web Analytics

I will create and supply you with the information you need to track traffic to your site. Google Analytics and Google Webmaster Tools are powerful applications that, once configured, will provide you with a fairly detailed analysis of your site and visitors to your site on the web.

Maintenance

I will provide basic maintenance and editing for at least four weeks following the publication of the site. I consider this the break-in phase. We will be able to see how search engines... and your clients... are responding to the site and tweak it accordingly. I may wish to stay involved with the site long term with your permission just to flex my SEO skills. Ultimately, any major revisions or additions would incur additional costs that we could discuss later should you require them.

Sincerely ,

William Clasen