



CREATE & GROW

PROPOSAL FOR

DESIGN, DEVELOPMENT AND SEO OF
BALOCH REMOVALS

CREATE & GROW

INTRODUCTION

CREATE & GROW Specializes in providing web based solutions starting from website designing and development to online solutions based on the requirements of its clients. We specialize in creating attractive and effective yet affordable websites to fulfill the needs and to the satisfaction of the clients. Our highly qualified staffs are continuously trained in today's evolving standards, platforms and technologies. Their technical expertise and dedication has enabled us to deliver quality products within stipulated timeframe. We continuously strive to be our customer's Preferred Partner for providing solutions for their requirements and we guarantee your satisfaction! Our goal is to develop a long term and mutually beneficial partnerships with progressive companies who demand the highest level of quality and professionalism.

WHAT WE'LL DO?

Revamp official website of Baloch Removals, Australia.

REQUIREMENTS

- Dynamic Photo Gallery
- Dynamic Content management System
- Dynamic Slide Show
- Services
- News and Blog section
- Social Integration
- Upcoming Events Section
- Licensed Professional Template & All Extensions
- Complete Data Transfer from Previous to New One
- Contact Us form
- Feed Back Form
- Registration Form
- Fully Responsive Mobile, Tablet, Desktop (Including All Extension & Template)

WEBSITE DESIGN & DEVELOPMENT

We will create a custom website based on your branding, functionality requirements and best practices. You will be able to create, edit and delete the content of your new site through an intuitive "back end" plus you will be able to update your company news and comment on latest industry stories through a blog. Your new website will optimized for search engines whilst still retaining links and authority of the old site. The site will be, as much as is possible, future proof, written in validated HTML5 mark-up and respond to whatever device it's being viewed on.

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SCOPE OF WORK

- Website design, development and functionality coding along with admin control panel to manage the website contents
- Requirement Analysis and Study Web Development Proposal
- Database Design
- User Management
- Website Hosting
- Website Management

ADMIN SECTION

- Admin login Authentication
- Admin User management (super user, admin user, Moderator etc....)
- View and approve Comments
- View registered members
- Newsletter management
- Manage Categories
- Manage Menus
- CMS for managing some static page content
- Edit Menu and update missing information of menu.
- Add, Edit and delete content.

DYNAMIC PHOTO AND VIDEO GALLERY

CREATE & GROW will develop a responsive digital media gallery without content. Content will be provided by the CGNP.

NEWS AND BLOG SECTION

CREATE & GROW will develop a content management category system and its display (as per design requirements) to display blog articles on desired pages.

SOCIAL INTEGRATION

CREATE & GROW will develop or install/setup a social integration plugin containing shares button on all articles to share on all social media platforms. CREATE & GROW will also develop or install/setup Facebook page likes display and ability to like for new visitors.

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SAMPLE LINKS OF RECENTLY DESIGNED & DEVELOPED WEBSITES

1. <https://learningrepublic.com.au>
2. <http://fashionmakerspace.com>
3. <http://donna-ashton.com>
4. <http://houseremovalistsmelbourne.net.au>
5. <http://www.cijik.com>
6. <http://allmaintenanceservices.ie>
7. <http://www.absoluteproperty.ie>
8. <http://flowingfreeride.com>
9. <https://moveonremovals.com.au>
10. <http://greateoceanroadtoursmelbourne.net.au>
11. <http://assocenergy.com>
12. <http://www.ironcorefitness.net>

PHASE 1

- Proposal review
- Proposal acceptance
- Initial payment
- Placeholder for domain noting that a new site is coming soon

PHASE 2

- Design of site theme, look and feel, content layout, fonts, etc.
- Development of navigation scheme
- Finalization of site map (when and where applicable), site layout, and final preparations for construction
- Review and approval of mockups/briefs/proofs
- We will provide you original PSDs for future usage.

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PHASE 3

- Primary content placement (filler/lipsum + images)
- Incorporation of any new material including images, text and components of the general website design (that are within scope).
- Testing; links, forms and email addresses tested to make sure that they all work effectively
- Present your site to you for review and approval
- Make additional revisions and adjustments where necessary (that are within scope)
- Final payment

PHASE 4

- Quality assurance and testing of whole website including content, images and code.
- At the end, Website will be hosted on server and everyone will be able to access website.

DATA ACQUISITION FORMS

CREATE & GROW will develop contact, registration and feedback forms. CREATE & GROW will also develop a tabular display of the acquired data with basic search and sort filters.

OTHER FEATURES

- Fully responsive website.
- Free design tweaks for one month.
- Decent security features

REPORTING FREQUENCY

We will provide weekly reports to keep you up to date.

TIMELINE

We can complete website ASAP as per your timeline. Please let me know your estimated time to complete website.

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SEARCH ENGINE OPTIMIZATION (SEO)

BENCHMARK CURRENT TRAFFIC AND SEARCH ENGINE POSITIONING

Analyze current traffic trends through log analysis software. If not feasible, the web site will have to install any industry standard server log analyzing software.

CREATE BASELINE SEARCH ENGINE VISIBILITY INDEX

Analyze search engine positioning before submission. Objective here is to carry out a thorough study on current search engine positions and current effective keywords/ key phrases where the web site has achieved consistent, respectable rankings across submitted-to search engines

COLLECTION OF NEW KEYWORDS & ANALYSIS

Analyze popular keywords in category across major search engines. Study top 10 position holders in major search engines.

REPORTING FREQUENCY

We will provide weekly and monthly reports to keep you up to date.

OFF-PAGE SEO ACTIVITIES

We will follow these activities in optimizing your website according to its requirements. This is the best way to achieve good results in search engine and on Social media.

1. WEB 2.0

We will create blogs on web 2.0 websites e.g. BlogSpot, WordPress and weebly to get backlinks and traffic.

2. SOCIAL BOOKMARKING

Social bookmarking is a method for web users to store, organize, search, and manage bookmarks of web pages on the Internet with the help of tags or keywords on sites such as Digg or Del.icio.us. This helps you in accessing bookmarks from any computer with online access. These bookmarks can either be public or private. If public, your favorite bookmarks visible for others to view and follow as well, hence the social networking aspect. Social bookmarking has become a great tool in building web presence and promoting a business on the Internet. In addition, if you place your links wisely and know which social bookmarking sites offer do Proposal | Proposal for Marshal Training follow links, this strategy will also help your search engine optimization (SEO) efforts.

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3. ARTICLE SUBMISSION

Article submission is another great way to build relevant one way back links. Quality articles are submitted to well establish article directories. In exchange for the content, the author is allowed to add two or three text links at the end of each article. We Will also update blog of your website with quality articles and will share links of these articles on social media websites e.g. Facebook, twitter, google plus LinkedIn etc.

4. DIRECTORY SUBMISSION

Directory Submission is the activity of the Off Page Optimization. Directory submission performs for collecting the backing of own site through which own site PR (page rank) is increase in Google searches. It is very basic activity of the Off Page Optimization. Directory Submission perform for increase Ranking. In Directory Submission we will submit your site to other sites.

5. BLOG ARTICLES AND COMMENTING

People who like to get involved with the blog post can share their views in the form of comments and this is known as blog commenting. It is one feature of the blog which is cannot be viewed in static websites. In simpler words, blog commenting is an interaction between the blog owners and the blog post readers wherein they exchange their thoughts and build a good relationship through it. The easiest and cheapest way to do SEO and increase your website traffic is by commenting on other blogs. This is a great way to get out there and make your website popular among the other people in your niche.

6. GUEST POSTING (IF NEEDED)

When you are posting any content as a guest than it is considered as the guest post. In recent time the guest blogging is coming out to be a very beneficial and a fruitful technique. Guest posting is very beneficial and very helpful for increase the ranking of your site page and keyword.

7. SOCIAL MEDIA OPTIMIZATION

Social Media Optimization (SMO) is the methodization of social media activity with the intent of attracting unique visitors to website. Abbreviated as SMO, social media optimization is the process of increasing the awareness of a product, brand or event by using a number of social media outlets and communities to generate viral publicity. Social media optimization includes using RSS feeds, social news and bookmarking sites, as well as social media sites and video and blogging sites. SMO is similar to SEO (search engine optimization) in that the goal is to drive traffic to your Web site.

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ON-PAGE SEO ACTIVITIES

On-page SEO includes following activities:

1. TITLE TAGS

Every page of website should have unique title. We will create titles according to keywords

2. META DESCRIPTION

We will write unique Meta descriptions for all web pages.

3. META KEYWORDS

Meta keyword will contain relevant keywords to page. Every page will have its own Meta keywords.

4. H1 TAGS

Google gives importance to h1 tags, we will use h1 according to our needs

5. URL STRUCTURE

We will review every url and modify it according to our requirements e.g. dofollow, nofollow etc.

6. INTERNAL LINKS

We will review every internal link and change it according to google webmaster guide lines.

7. ORIGINAL, EFFECTIVE & KEYWORD REACH CONTENT

We will write unique and keywords reach content for every page of website. We cannot afford to copy the content from other websites and rewrite it.

8. SITEMAP

We will create a new xml and html sitemap, xml sitemap is for search engines and html

9. KEYWORD DENSITY AND RESEARCH

We will search best keyword for your website and also review your competitor's websites for this purpose.

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BUDGET:

STEP-1 (PROJECT DEPOSIT)

\$ 200+\$20 GST/-

INCLUDING:

- Deposit required to start work on website.

STEP-2 (WEBSITE DESIGN AND WIREFRAMES)

\$ 400+\$40 GST/-

INCLUDING:

- All above-mentioned services.
- Design will be according to your requirements.
- Design will be responsive for all devices.
- FREE website maintenance for 2 MONTHS.

STEP-3 (HTML + WEBSITE DEVELOPMENT)

\$ 400+\$40 GST/-

INCLUDING:

- Conversion of design to HTML
- All the HTML page will have lasted coding technology like Twitter bootstrap, HTML5, CSS3 and JQuery.
- HTML to WordPress
- Sliders development
- Images gallery
- Blog Section
- Admin Panel development
- User management
- Category management
- Contact form development and activation.
- Login/Register
- setup of Google Analytics and Search Console
- Testing on different devices and browsers
- FREE website maintenance for 1 MONTHS.

STEP-4 (SEARCH ENGINE OPTIMIZATION)

- We will discuss its price after design, development of website.

TOTAL BUDGET: \$1000 + GST IS IGNORED.

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