

Cupboard Value

23 January 2008

WEBSITE QUOTATION BY:

WildWeb

Your project manager is:

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Website Developer:

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WEBSITE PROPOSAL - CUPBOARD VALUE

WildWeb Product Overview

WildWeb will provide you with the following solution:

- A unique and professionally designed website.
- A content structure specifically suited to your needs
- An extremely stable and reliable server application offering
 - Guaranteed 99.9% up time
 - Fast data distribution
 - Fully integrated email management console
- Search engine optimisation and registration
- Affordable changes
- Advanced newsletter distribution
- Comprehensive web site statistics
- E-Commerce solutions

Why Use WildWeb?

WildWeb is a small web development business that is only expanding as our client base increases and the demand for extra services is required. This means that our costs do not carry excess corporate expenses and that you, the client, deal with a fully accountable WildWeb staff member who really does care about your projects and website performance. The WildWeb staff is made up of the following members:

- Paul (JNR) – Manager, Web Hosting & Logistics
- Paul (SNR) – Photographer
- Ashleigh – Graphic Designer & Advertising
- Jono – Web design and Flash development
- David – Web Maintenance, Search Engine Registration & Optimisation.
- Christine – Bookkeeper

We strive to ensure that you are constantly supported in all your internet marketing projects.

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Development Time Frame

- Lead time 2 week
- Development 2 weeks
- Fine tuning and changes 10 days

How Do You Go Forward From Here?

LEAD TIME:

- Sign the attached contract and fax back to +27 (032) 9461933
- An invoice is generated of which 50% is payable before development begins

DEVELOPMENT:

- **David** will then request all relevant text for the website be mailed to him for optimisation.
- Using this text, simple text pages will be generated with the following factors in mind:
 - Optimisation of your content for the web
 - Add keywords and meta tags to all pages to ensure your website is search-engine friendly.
- These simple text pages will then need to be checked by you and on approval of the above, **Jono** will generate graphic screenshots of the design for your website.
- On design approval, your website will be populated with content and relevant imagery.

FINE TUNING AND CHANGES:

- On completion of the web development, final approval is given and the website is published on the internet.
- WildWeb will then register your website with search engines.
- We will then request the final 50% of your invoice to be paid.

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Your business as we understand it.

- Franchise of self-owned stores specialising in the manufacture and design of kitchens, studies, built-in cupboards, and bathroom vanities
- KSA member
- Dynamic and creative, but catering for the middle-range market

Your website content

- Home Page
 - Strong focus on imagery. Rotating photographs of various items from portfolio (client to supply imagery).
 - Short introductory paragraph (client to supply words)
 - This paragraph will end with a link for more information. This link will pop up a window with a brief overview of the company and its history.
 - Navigation Structure
- Product Range
 - Break down of product range – Client to supply text and imagery.
- Contact Us
 - Contact details for the various branches

Optional other services (see "**WildWeb Specialised Products**")

- WildWeb Newsletter MailOut
 - WildWeb to create template
 - Client to supply content as needed

WildWeb Specialised Products

WildWeb Newsletter MailOut

WildWeb operates a powerful, custom-designed bulk e-mailing service. Bulk e-mailing an effective marketing tool and is a relatively cheap method of keeping in contact with your client base.

Initially, WildWeb will setup your client e-mail list on our secure server. This list can be updated 24/7 via an automatic "signup" field that we place on your website. Users can simply enter their e-mail address to signup to your newsletter. WildWeb will also design a customized newsletter template that will follow the look-and-feel of your new website. The initial setup fee is R850 and is a once-off payment that is normally billed with your website design.

Each time you decide to send out a newsletter, simply send us a MS Word document and relevant imagery. We will then setup your newsletter and send it to you as a proof. Once approved, your newsletter will be sent to your client base. We can e-mail up to 6000 clients in a single job. Each newsletter is billed at R750 for the first 1000 subscribers, and R100 for each subsequent 1000 subscribers.

Under no circumstances will we share e-mail lists between clients.

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Website Application and Quote

We recommend that Cupboard Value makes use of the following products:

Please simply cross out any products that do not wish to make use of.

Qty	Product	Description	Cost
	Website Development	A 4 page website	R10'560
	Website Hosting	Host your website on our server - 1500 meg per month	R245.00 per month
	Extra Bandwidth	Over 1500 meg per month	R0.18 per meg
	Domain transfer	Transfer of existing domain to WildWeb's dedicated server	R300.00 .co.za
	Server Set-Up	Server set-up – initial once off cost	R450
	Newsletter Layout	An HTML newsletter page that is used for newsletter distribution	R650.00 once-off
	Newsletter Distribution	The content placing and sending of a newsletter to at most 6000 subscribers	R650.00 per newsletter
	Favourites Icon	Specialised icon for your favourites palette	R85.00

If you have any additional notes or queries, please insert them in the box below:

Grand Total (Excluding VAT)

R11'640

Price includes first month's hosting, and excludes optional newsletter mailout product

Please sign and fax back this quotation agreement:

I _____ wish WildWeb to proceed with the development of our website (Cupboard Value).

Signed: _____ Date: _____

Additional Information

Your website maintenance

It is imperative that you ensure that your website is as up-to-date as possible and we encourage our clients to send us regular updates and changes. Maintenance is charged out at R330.00 per hour and cost estimates are given on request.

Website revamps

We recommend to our clients that they look to redesign their websites every 2 to 3 years.

Assumptions

- The client will be able to provide accurate content within the time frames mentioned.
- The quality of images and logos provided do not require refining and timeous editing to get them to an acceptable standard. (Image supplied should be larger than 600 x 400 pixels)
- WildWeb will host your website

Domain name

- WildWeb will provide a list of suitable domain names to choose from.
- Client to make final choice
- WildWeb will purchase and point domain on behalf of the client.
- The client will be able to have email addresses that are "xxxx@ domain name".

WildWeb Hosting

- 100 MBit connectivity
- 99.9% network uptime
- 24/7 security & response
- Uninterruptible power supply
- Real time web stats

Terms and Conditions

- 50% of invoice payable on approval of quote
- All prices exclude VAT
- Hosting fees are subject to traffic through the website. Failure to provide content will not slow down development process or final amounts due. Final content will be added at a later stage if the content is not provided in the time frame required.

Search Engine Optimisation and Registration

Search engine optimisation (SEO) is a set of methods aimed at improving the ranking of a website in search engine listings. Most search engines keep their methods and ranking algorithms secret, thus much current SEO thinking on what works and what doesn't is largely speculation and informed guesses. Based on recent speculation, we believe the following are important points to take into account when optimising our websites.

- **Page titles** – we use titles that are relevant to your site and that will optimize your site for a better ranking on search engines.
- **Website description** – we use description tags in the coding of the website to describe your site as best as possible that will be enticing to the reader as well as scoring high on search engine ranking.
- **Keywords** – we add keywords to each of your websites pages to increase ranking on search engines for keyword relevance.
- **Website Content** – We optimize the content of your website, including text and images, as well as reciprocal links to other high ranking websites. The content, layout and structure of your website play a large role in the optimization process.

With consideration to these 4 key points, we aim to optimize your website to gain the highest ranking we can obtain. There can never be any guarantee as to the final outcome of your ranking score, however during our optimization process, we take into consideration everything we know that results in a website obtaining a high ranking score on multiple search engines.

Once you are listed on the Open Directory, our SEO process includes submission to the following search engines:

Yahoo	Jayde	query Server
Ananzi	scrubtheweb	WebInfoSearch
Altavista	Search.com	800go
AlltheWeb	Metacrawler	Debriefing
MSN Search	Dogpile	Highway 61
Google	Mamma	37.com
Yahoo Web Pages	C4	OneSeek
AOL Search	Canada.com	metaSpider
iWon.com	Ixquick	Vivisimo
Exactseek	Infogrid	PlanetSearch
myGO	megaGo.com	SurfWax
Megacrawler	WebFile	qbSearch
ProFusion	Proteus	Go 2 Net

If you are not happy with your search results after 6 months...

There are companies that specialize solely in search engine optimisation and can help your rankings. The top companies do not guarantee anything and can charge from R23 000 to R130 000 per year. WildWeb will facilitate and offer assistance in selecting a specialized SEO company but will not accept any responsibility in your

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ranking on search engines. SEO companies will also insist that it will take 6 to 8 months before you will see satisfactory results.

The entire search engine game is very advanced and while some people achieve great results with little effort there are others that do struggle in some markets. Search engines constantly change their method of ranking and hence the search engine optimisation task at a top level requires constant work.