

WordPress Web Redesign Proposal

Prepared for:

Emmanuel Ridgewood,
<https://emmanuelridgewood.org/>

Prepared by:

Alexander Goldcheidt,
<https://www.alexgoldcheidt.com/>

Thank you!

Thank you for considering me as a web developer partner for your website, your trust is highly appreciated. Today it's virtually impossible to grow a business successfully without an online presence, I'm here to help you achieve this.

During the last 8 years I've been making websites professionally, therefore I can assist you in every step to develop a professional website, including: website for promoting personal brand, corporate website, personal blog, eCommerce store and portfolios.

Apart from web development, I can also offer web hosting plans, SSL certificates and mass emailing plans for newsletter subscriptions.

A full list of my services can be found here:

<https://www.alexgoldcheidt.com/prices/>

Project Overview

One of the main goals of web redesigns is to improve the user experience. Information should be presented through smooth and simple formats, accompanied by modern and professional designs.

It is my understanding that your website works under WordPress which is very convenient. WordPress is the leading website engine out there. A WordPress theme should be specify, once the theme is defined, I'll be doing the following tasks:

- ▶ New Theme Installation/Activation
- ▶ Starting/Recreation Logo Design (if required)
- ▶ Setting Up the Website Layout
- ▶ Content Adaption on the new Layout
- ▶ Providing graphic resources for Slider, Banners and Backgrounds (if required)

These new graphic resources and logo will not represent additional charges on the final projected cost, these are included in the: "Web Redesign" service. However, a list of WordPress themes will be provided, some of them are available for free others don't, if you require a paid theme, I'll add its price to the final projected cost.

Work Process Breakdown

First, in order to not interrupt functionalities, I'll replicate your website under a new subdomain: new.emmanuelridgewood.org, by doing that, we can do changes and modifications without affecting your current website. At the web redesign completion, the subdomain will be renamed as: emmanuelridgewood.org replacing your current website. Full backups will be made every week for both websites.

This web redesign will improve:

- ▶ Website Visual Features [sliders, widgets, text, image galleries and forms]
- ▶ Website Responsiveness [on desktop PC and mobile devices]
- ▶ Website Load Time [no more than three(3) seconds]
- ▶ Website Ranking for Search Engine Optimization SEO

Optionally, a post-development training is available, I will teach your team how to create new pages, edit texts, titles and images. They'll also learn how to upload content on your blog and how to adjust its content to meet the best SEO standards.

If you are interested, I can help you with an -optimized- newsletter subscription service, this can be done through modern CSS techniques known as Modal Popups, you can now start to build email lists for several purposes. The cost for this service is not included and will be discussed separately in another document.

Progress Timetable

This is an approximate estimate about how much time each development stage is going to take.

Stage	
Replicating the Website	2 Days
New/Recreation Logo	3 Days
Implementing the New Layout	5 Days
Adapting Content	7 Days
Post-Development Training	2 Days

Disclaimer: there might be differences in the delivery time for the various stages, but I'll constantly keep an eye on the final delivery date.

Projected Cost

Name	Price	QTY	Subtotal
Website Replication	\$65.00	1	\$65.00
Custom WordPress Theme	N/A	N/A	N/A
Web Redesign	\$265.00	1	\$265.00
WordPress Optimization	\$0.00	1	\$0.00
Post-Development Training	\$25.00	1	\$25.00
Subtotal:			\$355.00
Total:			\$355.00

Payments

I work with a 50% upfront payment before the web redesign is started and another 50% payment upon web redesign completion or at the end of the estimated time of all development stages combined. The payment will be made through Payoneer or PayPal, both are reliable Global Electronic Payment Platform.

Any information shared during the web redesign process will be considered confidential information. No such information should be shared with third parties, not related to the project development.

By signing this Proposal you commit to working on this project with me and we'll start the first round of communications as soon as the upfront payment is received.

Emmanuel Ridgewood

Alexander Goldcheidt

Date

Date