

SMALL PROJECT BUDGET PROJECTION

WHAT KIND OF CLIENT IS THIS DOCUMENT FOR?

- Small projects
- Generally EE or WP
- Template-based design
- Probably between 10k and 20k

INSTRUCTIONS FOR USING THIS DOCUMENT:

1. Duplicate this document and rename it for the specific client.
2. Review **all red items** in this document.
3. **Remove all red text** from this document including any instructional text.
4. Small, theme-based sites do not need approval from the Production Manager and can be sent out as is, so long as the site is just textual and no additional features need to be included.
5. Sending this file to a client:
 - a. **Delete this page**
 - b. Go to File > Download As > PDF
 - c. Email to client - Don't forget to bcc HighRise!
 - d. Set up your next task in Highrise

AFTER CLOSING THIS CONTRACT:

1. Inform Office Manager and Production Manager that contract is closed
2. Send signed contract as well as this document to Office Manager who will then:
 - a. Send initial invoice
 - b. Assign an Account Manager
 - c. Schedule a kickoff meeting
 - d. Send welcome email
3. Upon receiving the notice of a signed contract, the Production Manager will
 - a. Assign or begin writing project scope
 - b. Assign build team or outsource group
 - c. Work with Office Manager to schedule kickoff meeting

SCOPE WORK NEEDED TO BEGIN DESIGN / DEVELOPMENT ON PROJECT:

1. Information Architecture
2. Template Design
3. Example / Inspirational sites
4. Basic Project Brief

DELETE THIS PAGE

(YOUR HEADER GOES HERE)

PROJECT NAME

Website Budget Projection

MONTH ##st, 2013

To: *Company Name (Also represented by Client Name)*

Submitted By: *Sales Person Name*

This Budget Projection and Contract are valid for 60 days. However, work is done on a first come, first serve basis and waiting more than a week or two may void agreed upon timelines.

I. Project Cost

Proposed Services:

Theme based website design

This project does not require a highly customized design so a templated design framework based on a standard Content Management System (Wordpress or Expression Engine) will be used. With this kind of setup, we will select a few different templates that we think will work well for your project and submit them to you via email. You can review these designs and choose one for us to work with.

Customization

Add any custom modules information here.

Stock Photography

Every project needs great photography. This can make or break a project. We like to have a budget for some stock photography should it be needed. Don't worry, we only charge for this if we use it.

Content

This portion of the project involves moving content from the existing site into the new one or taking content written by your team and inputting it into the site, format all data correctly, redo images to fit properly if needed, and generally make the new site look good insofar as content is concerned.

Collaboration

Discussion between you and your Account Manager, our team internally, etc. normally comes to at least 25% of a project's total hours.

Phase 1 Hours Projection without Content Move: HOURS HERE

Cost: \$#,#####

II. What's up with the price range? - REMOVE IF PROJECT IS FLAT FEE

We price on a Time and Materials billing schedule, so that you can add to the project as we progress and not have to worry about being nickel and dimed to death. The fact is, when we do a project we're not always sure where we're going to end up. So long as you don't increase the scope too much, we'll end up within this budget range. But if you want to go crazy, feel free!

We believe in complete transparency in our work, so at every meeting you will have access to everyone's time sheets and your account manager will go over the hours used and budget with you.

If we don't use all the hours estimated, you will not be billed for those hours.

III. What is in this thing? (Features)

Below are some of the features that we priced out. It's basically what you asked for, but I think that after we get started working together we may come up with some other ideas.

Edit these features

- A professional, theme based, responsive website design.
- Consulting on how to maximize the use of your website, ensure your site has an effective sales funnel, and a build that reflects that structure.
- EXPRESSION ENGINE OR WORDPRESS the backend CMS.
- Pagebuilder, a custom tool, as the content area management tool. This includes:
 - Drag and drop page editing
 - A comprehensive WYSISYG editor with CSS and HTML editing available.
 - The ability to quickly add and edit multiple data types (text, images, lists, drop in widgets)

ADD OTHER FEATURES OR PAGES HERE THAT ARE IN THE SITE - EXAMPLES BELOW:

- An easy to use photo gallery that will display images of your projects and information about each project.
- A contact form that allows prospective clients to reach you.
- A services listing page that will enable your prospects to see what you do.
- Information on your team members.

IV. Everyone together... Now Push! (Timelines)

Have you ever wanted to just take everyone you've got, put them all on one project, and not let them stop until it's done? Us too. So we did, and it worked out AMAZING! Nowadays, we build most of our projects with what is known as Agile Method. One aspect of this method is that we put together a team that just works on your project full-time until it's done. It doesn't always work exactly like that, but it's pretty close. We can get this project done in a matter of a few weeks, but there's a catch. You have to have a decision maker available to us for three, fifteen minute meetings per day, every day that we are working. Near the end it will taper off quite a bit, but in the beginning, it is a necessity. If you can do that, we can rock this thing out quickly.

V. Next Steps

If you are happy with our projected budget all we need to do is finish the contract and we can get started. Once the Information Architecture has been completed and the template has been recommended review both of these documents with you to get your approval on them. Once we have your approval on those, we'll get started on some high fidelity artwork, coding, and programming. Please remember that if you add features within the information architecture, you may increase your budget. If you would like to see a full website build process document, just let me know and I'll send it over. If you don't request it don't worry, you'll probably get the abbreviated version so many times from us you'll know it anyway.