



Dixie Elementary School:

Web Site Re-design Project – Budget (Revision)

Prepared for: Patty Elliot, Principal, Dixie Elementary, and the Dixie Home and School Club

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Date: January 19th, 2010

Proposal number: DX-0002



How Much Will It Cost? (Budget)

Below is an itemized quote for implementation of all the functional, design and marketing solutions detailed in the proposal for Dixie Elementary School. Additional services (e.g. Flash design/programming, copywriting, audio branding, marketing campaign management, photography, video production/editing, etc) can be quoted separately as desired. Prices do not include monthly or yearly fees from third party solutions (e.g. e-newsletter service, domain registration, SSL certificates, merchant account fees, etc.)

<u>Implementation</u>	<u>Cost</u>
Custom web site design and implementation in Joomla! CMS, including: <ul style="list-style-type: none"> • Consultation for site design and functionality • Creation of site map and information architecture • Basic core Joomla! installation with core component suite (JCE, JoomSEF, etc.) • Custom graphic design and implementation into Joomla template to be used across all pages • Implementation of clear, easy to use navigation menus in one or more standard locations (top bar, side left, etc). • Creation of dynamic (updatable) content areas (e.g. "Home", "About", "Classrooms", "Programs", "Online Resources", "Guidelines", "Groups", "Contact", etc.), linkable to each other and/or to outside sources. • Set up, formatting and design of all initial content pages with content provided by client, including call-out boxes for special events, links to associated sites, or featured staff/students/groups. • Infinitely expandable capability to create unique landing pages linked to specific events, target audiences or service offerings, with links to site analytics and ability to determine when a given page goes on- or off-line. • Implementation of customizable forms for collecting user information and/or integrating with e-newsletter/list management service • Search bar accessible from every page with full site search capabilities • Integration with Google Analytics for site visitor tracking and reporting • Basic Search Engine Optimization (SEO) with client-provided keywords & metadata content • Cross-browser testing to ensure web site shows up correctly on all major browsers • Proofreading of all client-provided text content 	\$2320.00
Content migration of existing content from old site to new site: 40 hours at \$40/hour	\$1600.00
Detailed, ongoing training for current and future staff in use of Joomla! administrative back-end and all installed components: 10 hours at \$75/hour (more can be provided as needed), plus access to all Archer Web Solutions training webinars	\$750.00
E-newsletter account set up, template choice and set up*, initial content advice, training on how to use iContact (*custom template can also be provided at additional cost)	\$400.00



One 5-hour maintenance block for site maintenance services, good for one year (monthly maintenance plans are also available) at non-profit rates.	\$200.00
Hosting for new site, including set-up and configuration	\$200.00 per year (first year free)

Payment terms:

Client will provide an initial payment of 50% of total project cost upon signing of a completed service agreement. Another 25% of total project cost will be due upon presentation of initial site design for approval, and the final 25% will be due upon presentation of the final draft for approval. Site will be launched once final payment is received from client.

Please note: rush jobs (jobs under 30 days, or jobs which require additional custom programming or design on top of that already agreed to by both parties within the same amount of time) will add an additional charge of 30% of the total job cost.

This quote is good for 60 days from the date issued. After 60 days, project pricing may be reassessed at a different rate.