

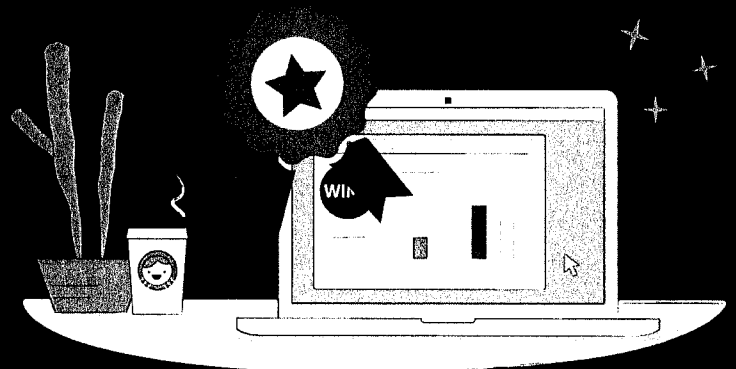
webarts

Project proposal: Web design for L Papaphilippou

Client: Leandros Papaphilippou - L Papaphilippou

Offer No: 949

Submitted by: Pantelis Vladimirov



OVERVIEW AND GOALS

Dear Leandros,

It was great to speak with you about your new project for L Papaphilippou.

At Webarts we are strongly committed to the success of our clients and our passion for performance-driven Digital strategies. When we say success we mean real, measurable success to increase traffic, conversions, sales and loyal customers. With 6 years of experience in Inbound Marketing, Web Design, SEO and Social Media, we have helped more than 150 customers and have undertaken 126 Website and 48 Digital Marketing projects.

Our approach combines advanced and proven methods in order to help our customers reach their goals. What we offer our customers is more than a basic creative activity or a theoretical strategy.

We know that a nice looking website is not enough, in order to meet the demands of the market and make the best of each and every opportunity. That's why we spend time to get deep enough, research and analyze our customer's values, processes, needs and competition, in order to provide the best solution and deliver results.

Sincerely,

Pantelis Vladimirov

Managing Director

Webarts

PROJECT DETAILS

Milestones

Phase	Time Frame (Deliverables)
Analysis	Day 2
Planning & Management	Day 5
Design	Day 18
Development	Day 34
Content	Day 38
Testing & Delivery	Day 42
Marketing and SEO	TBD (Optional)
Support and Maintenance	On Going

General Information

Subject	Description
Webarts Service	Website Design
Nature of Business	Legal
Target Market	Global
Company Services	Corporate law, passports, IP, Financial services
Goal	Branding & Online lead requests
Similar Websites	http://www.papaphilippou.eu/
Company Benefits	Experience, expertise, quality, transparency, speed (TBD)
Focus Content	Services
Languages	2
Design & Colors	TBD based on company
Layout	Minimal Design, Easy to use, Professional looking
Content of the website	Text, images - To be given
Logo and media files	Yes
Content migration	Yes
Ecommerce	No
Responsive Version	Yes

Suggested Page Structure

Subject	Description
Home	Home page of the website. <ul style="list-style-type: none"> - Header - Main Menu - Slideshow with slogans, benefits of the Services - Icon style of major Benefits of the company - Company info. - Call to actions - Trusted by - Testimonials - Latest news/blogs/events - Certifications, Footer menu - Social Plugins, Search
About	About the company, mission, careers, people, history
People	Section with the people working at the company
Awards	Listing of awards and other certifications
Services	Sections with the services
Clients	Presentation of clients
News/ Blog/events	News, events and other blog style elements
Sitemap	Sitemap navigation
Terms and Policy	Terms and Conditions page
Contact Us	Contact us information page with google maps

Website Specifications

Subject	Description
Template Design	Design Template screens of the Website <ul style="list-style-type: none"> - Home page - Services page - Blog page - People pages - Documents page - General article page - Contact us page
Graphics & Creative	<ul style="list-style-type: none"> - Home page banners - Inner page banners - Icons and images
Website Development	
CMS Installation	Installation and Configuration of Joomla CMS (Content Management System). The most powerful and widely use CMS. Read more here: https://www.joomla.org/core-features.html Easy to use system to manage all your website elements.
Page Content	Add Content of the Website (10 pages included)
User Management	User Registration and login. Manage your users on the administration and use access levels.
Dynamic Content	Easily managed content, can be added, edited on website
Attachments	Ability to upload pdf, docs, zips for download use in the articles
Media Plugins	Ability to play video from popular platforms like YouTube.
Dynamic Menus	Manage menus and links, create categories and levels.
Banners, Poll	Banners on the several pages, banners of sponsors, polls.
Search	Basic search content on the website
Sitemap	Sitemap creation
Contact Us	Contact us form with Google map
Social media plugins	Share, Like, Tweet
Basic SEO	SEF URLs and basic SEO features
Breadcrumbs	Breadcrumbs system for easy navigation

Subject	Description
Google Analytics	Check all your website's detail visitors/visits stats direct from Google at any time from any device
Extra Features	
Content Migration	Add the initial content of the website in the CMS. Menu items, Articles, images and documents
Gallery plugin	Gallery image management <ul style="list-style-type: none"> - Display pictures on any article/part of the website - Zoom /unzoom feature - Manage Pictures, delete, publish, unpublished, edit - Slideshow feature of images - Multiple effects and presentation of pictures
Responsive Design	<p>A responsive design for a website is the one that will follow all the necessary customizations in order to fit well on most common user devices including pc, laptops, tablets and smart phones.</p> <p>This customization will provide users a scalable, dynamic and user friendly navigation, with ability to resize dynamically the elements of the website based on the device screen size.</p>
Social Media	Basic Social Media activities on the website from Facebook, Twitter and others (Share on Facebook, Facebook group Members, "Like" button)
Google map	Plugin to show Google map with the location of the building inside the content of the website
Launching Configuration	Prepare website for launching <ul style="list-style-type: none"> - SEO configurations - Webmaster tools - Add website to cloudflare - Setup transactional emails for notifications - Enable website backups - Final tests
Contact Form	Contact form with custom fields and ability to send contact details to multiple email accounts using our SMTP server

Subject	Description
Hosting	<p>Webarts Cloud Server specification (Hosted in Linode London)</p> <ul style="list-style-type: none"> - Intel 8 core - 2 GB SSD disk space - 16 Gb ram ddr3 - 10 GB bandwidth
Maintenance	<p>Website maintenance to retain the performance and correct functionality</p> <ul style="list-style-type: none"> - Backup/Restore - Joomla upgrades(until version official support) - Security updates - Website Protection - System error and bug corrections - 99% up-time Guarantee
Support	<p>General phone and email support for any additional requests and tasks regarding the website.</p> <ul style="list-style-type: none"> - Content modifications, Extra modules - Additional functionalities, Modifications - Consultancy, Training <p>It is recommended for customers to agree on a support plan if they several requests per year. Otherwise requests will be charged 30 EUR/hour</p>

FINANCIAL QUOTATION

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Project Development

Subject	Price / EUR
Template Design pages (6 pages)	€1,200
Website Development with Joomla CMS	€800
Creative and images	€200
Document Management System	€200
Peoples section presentation	€300
Multilanguage (2 languages)	€200
Launching and configuration	€200
Insert content (100 items)	€300
Responsive Design (€400)	€0
Monthly reporting (€100)	€0
Training (3 hours)	€0
Social Media plugins (€100)	€0
Total	€3,400

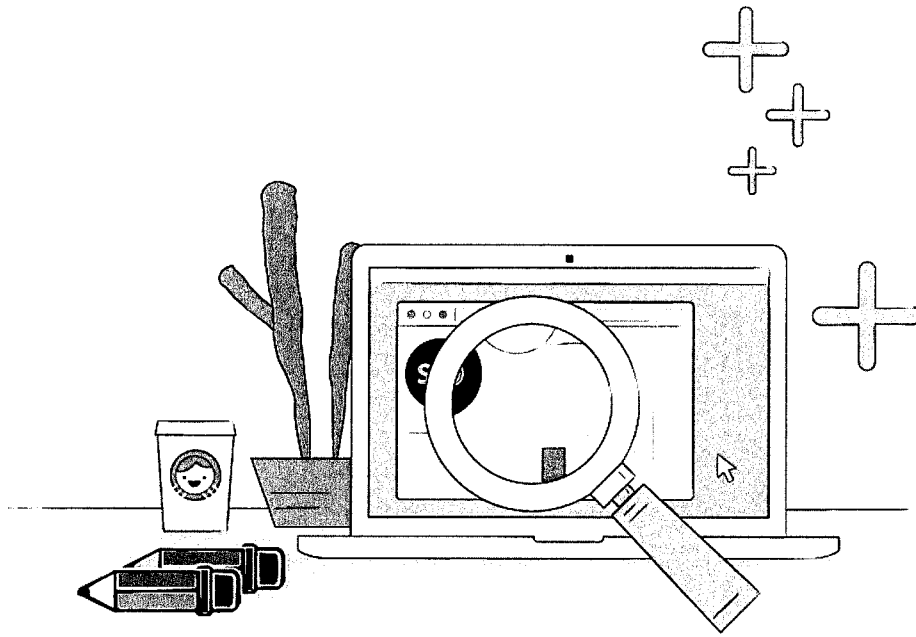
*VAT is not included

Annual Maintenance Costs (Optional)

Description	Unit	Years	Price
Website Hosting	€150	1	€150
Website Maintenance (7% of total)	€150	1	€150
Cloudflare CDN	€0	1	€0
Total			€300

*VAT is not included


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WEBARTS STANDARD T&C'S SERVICE

PLEASE READ CAREFULLY: WEBARTS operates only under it's standard terms and conditions of service to be found at <http://webarts.agency/contract> By signing this offer you agree and acknowledge that you have read and understood WEBARTS standard terms and conditions and that you agree to be bound by the same. This offer is valid for 30 days.

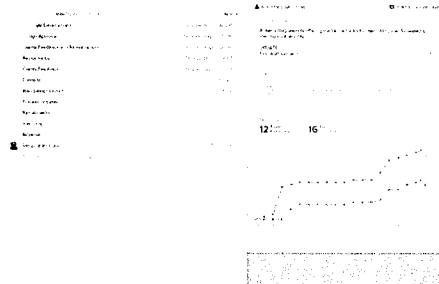
Leandros Papaphilippou
L Papaphilippou

A handwritten signature in black ink, written over a solid horizontal line. The signature is stylized and appears to be 'L Papaphilippou'.

WEB DESIGN PROCESS

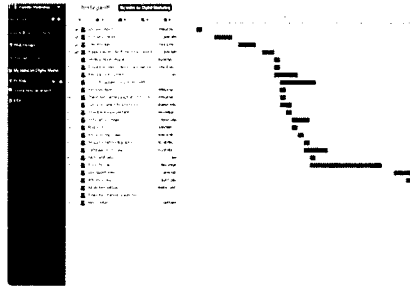
In Webarts, Web Design is more than just a basic creative activity. We go deep into understanding your Business' values and processes, to provide you with the best solution that will eventually fulfill your business goals.

Our approach is a result of an extensive knowledge and experience in UX design, Coding and marketing. We believe that your website should be your company's representative in the Web and at the same time an effective lead generation tool. That's why we see Web Design as part of the overall Strategy of your company and not just an application.



Phase 1 - Research and Analysis

Before starting any project we take time to understand your business goals and needs. We discuss with the client and explore a checklist of all the necessary elements of your business, as well as industry competitors and customers. It is essential for us to understand all the requirements and business scope, in order to make the correct decisions towards developing the best User Interface and features.



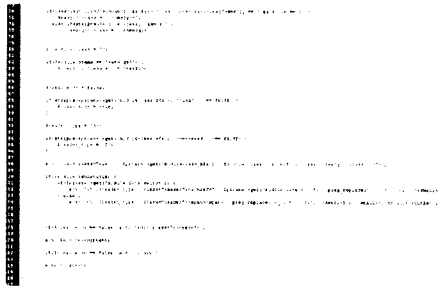
Phase 2 - Planning

We plan the development process for every element, module and feature of the website and setup timeframes, milestones and tasks for all the aspects that will follow. Planning is important for both us and the customer, as he or she also needs to have a complete scope of the project.



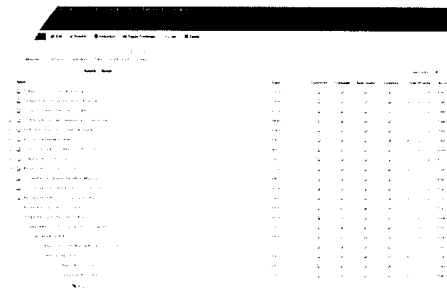
Phase 3 - Design and User Interface

In Design phase we will first draw the mockups with the basic layout of the home page and various inner pages. Then we will design the complete website look and feel, taking into account the User Experience, modules, "call to actions" and every other element of the website. The prototype screens will be shown and presented to the client with all the needed explanations of the work and the scope. After receiving feedback from the client and the users we will proceed to any necessary redesigns and tweaks.



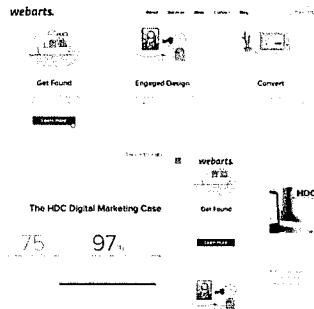
Phase 4 - Development

In Development phase we will implement and apply in code everything that have been discussed and decided in the previous phases. It's the development of the actual website on the Joomla CMS; of all pages, modules and features. The client will be able to observe live every element and functionality of the website and give feedback for minor tweaks. This is the most important and long phase, as we have to apply everything that was prepared on the previous phases. When developing the website we are taking into account all the features, design elements, performance optimizations and security.



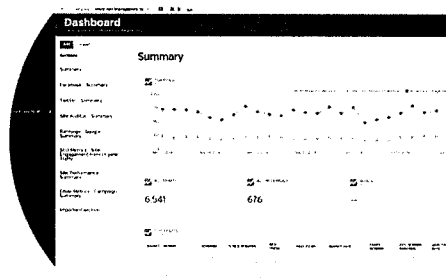
Phase 5 - Content

This is the phase where content will be added to the website. Content may be text, images, maps and any other elements. Content can also be added by the customers after the training sessions.



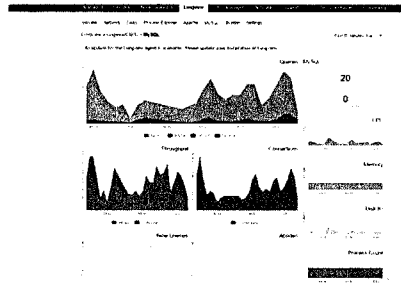
Phase 6 - Testing and Delivery

In Testing and Delivery we will go through all the modules and functions of the website in order to confirm their impeccable functioning. We will also run case studies with real users to calculate the performance and effectiveness. Then the website will be delivered to the client and launched.



Phase 7 - Digital Marketing

This phase is optional but is highly recommended if the client wishes a successful web presence. Digital Marketing involves hundreds of tasks and techniques that will create a long run success to the website, increasing visitors, business image, marketing, branding and sales conversions for your company.



Phase 8 - Maintenance and Support

The maintenance plan will be discussed based on the website needs of the client in the long run. We are taking care of the hosting, backup and all technical monitoring of the website. We will guarantee that the client's website is always up and running without problems. Additionally, we will be available for any support requests needed.

ABOUT WEBARTS

Webarts is a creative, performance-driven Web Design, SEO and Digital Marketing Agency in Cyprus. The first thing you should know about us, is that we will never launch a website without setting up first strategic goals and value to the customer.

Our approach combines advanced and proven methods in order to help our customers reach their goals. What we offer our customers is more than a basic creative activity or a theoretical strategy.

We know that a nice looking website is not enough, in order to meet the demands of the market and make the best of each and every opportunity. That's why we spend time to get deep enough, research and analyze our customer's values, processes, needs and competition, in order to provide the best solution and deliver results.

Our extensive knowledge and experience in supporting evolving technology and marketing enables the effectiveness of our services, and fast adaption to business trends.

WHY ARE WE DIFFERENT?

Webarts provides high quality and cost-effective solutions that will bring in the optimal Return of Investment for any kind of business. We acknowledge the needs, follow the trends and monitor the demands of a competitive market, in a hard economy.

We are different because what we do is more than a basic design activity. We actually spend time understanding your business values, processes and needs in order to provide you the best solution that will help you succeed your business goals, following the internet trends and keep up with the market shifts.

We are different because our services will cover completely your business's web presence, taking into account Quality, ROI, Performance, Conversion and Cost-effectiveness. Our goal is to help you increase your sales, conversions and brand visibility via the online channels.

Quality and Support

Quality is the highest priority on every project. A project is finished not when it is launched but when the customer is satisfied. We won't just get you set up and then leave you hanging when updates need to be made. We will always be there in order to provide you with the needful knowledge and technological solutions for every occasion.

Specialization

"Do one thing and do it right". We actually offer 2 services, Web design and Digital Marketing. That's all you need to have a successful Web presence for your Business. We are 100% dedicated to our area, using all our collective talents, resources and power to stick to what we do best.

Development

Our services and products are constantly being developed using the most recent trends and standards. We always use the latest and most stable software and technologies to meet the market's expectations. Every website is built on a CMS platform whence the client can easily manage, expand and control every element of the website.

Simplicity and Art

Whatever your target market or audience is, simplicity always commands our way of thinking. However, every project is approached as a piece of working art and not just as a cold, flat application. We want to help you keep your website and your business fresh, alive and growing.

SERVICES

Web Design

In Webarts, Web Design is more than just a basic creative activity. We go deep into understanding your Business' values and processes, to provide you with the best solution that will eventually fulfill your business goals.

Our approach is a result of an extensive knowledge and experience in UX design, Coding and marketing. We believe that your website should be your company's representative in the Web and at the same time an effective lead generation tool. That's why we see Web Design as part of the overall Strategy of your company and not just an application.

The final result will always be over and above your demands and expectations.

Digital Marketing

Digital Marketing value to your Business is not only about number of Likes, Visits or Google rankings. It is about building relationships with customers, increasing your profits and establishing a better presence for your brand. That's why our Digital Marketing approach focuses on the success and real value provided to your Business.

A new era of Digital Marketing (called Inbound Marketing) rises, which mainly pertains to "Getting Found" by your customers. It is an approach that helps your company attract, delight and convert potential customers using organic and inbound activities like search engine optimization, social media, blogging outreach, content marketing, newsletter design and other organic channels.

Traditional marketing (Outbound) is being used by a marketer to "push the message" by using techniques like cold calling, aggressive sales, paid advertising and emails spam. On the other hand, "Inbound Marketing" focuses on providing useful information and interesting content in order to engage potential customers, creating trust and relationship between people and your brand. We strongly believe that Inbound marketing is the future of Online marketing, not only because is what your customers love but because we (and the whole marketing industry) can see its successive results in Brands.

Here are some rather convincing stats provided by Hubspot:

- 61% of consumers say they feel better about a company that delivers custom content and are also more likely to buy from that company.
- 78% of consumers believe that organizations providing custom content are interested in building good relationships with them.
- Inbound marketing double the average site conversion rate, from 6% to a total of 12%.
- Inbound practices produce 54% more leads than traditional outbound practices.
- Inbound marketing costs 62% less per lead than traditional outbound marketing.

Search Engine Optimization (SEO)

SEO is a highly specialized set of services that will help your website achieve better rankings in search engine results, improving visibility and increasing conversion rates through organic channels. SEO is the process that will help your business leverage opportunities from organic resources, in order to convert potential leads into customers.

How can SEO help your Organization?

- Increase your website rankings in search engines.
- Increase your company's online visibility.
- Increase your Social Media visibility and performance (Facebook, Twitter, LinkedIn).
- Increase the Conversion rates of your website.
- Increase your Sales and Customers.
- Increase your Branding and Image.

Search Engine Optimization is by definition the process of improving the visibility of a website in search engines via natural and un-paid results. SEO is a set of services that involve manifold skills and knowhow, including technical analysis, user experience, web design, content marketing, Online PR and general marketing.

Nowadays SEO should be part of every Company's Marketing strategy, since at least 50% of a website's overall traffic originates from search engines.

Search Engine optimization includes a huge list of activities to be done in order to be successful. Google and other search engines use hundreds of parameters to evaluate how a website will rank in the search results. In addition to that, since Google wants the search results to be organic and natural, they rarely announce clues on their algorithm, which makes our work even harder and at the same time exciting and challenging.

Our SEO professionals follow a sophisticated methodology not only to rank your website as high as possible in Search Engines, but also to leverage any organic Web opportunity, increasing your conversions, sales and customers. This methodology has been developed after years of experience and is dynamically changed to meet the ongoing search engine updates and Internet trends.

Social Media

Social Media is one of the most important elements of Inbound Marketing. It is well known that Facebook, Twitter, Youtube and dozens of other Social Networks growth have changed forever the Online Marketing approach, establishing a new communication channel between Customers and Brands all over the world.

Social Media marketing is not about the channels and tools but more like the activities we choose and the way we approach and engage with our audience. The engagement process and the way users now interact with their favorite brands and products have changed forever our marketing process. It is not enough to have a website, to tweet about your brand and to have a Facebook page with 1000 likes. Your customers and fans are now expecting much more, such as two-way communication, real time engagement, interesting content and an ongoing interaction to keep the loyal ones.