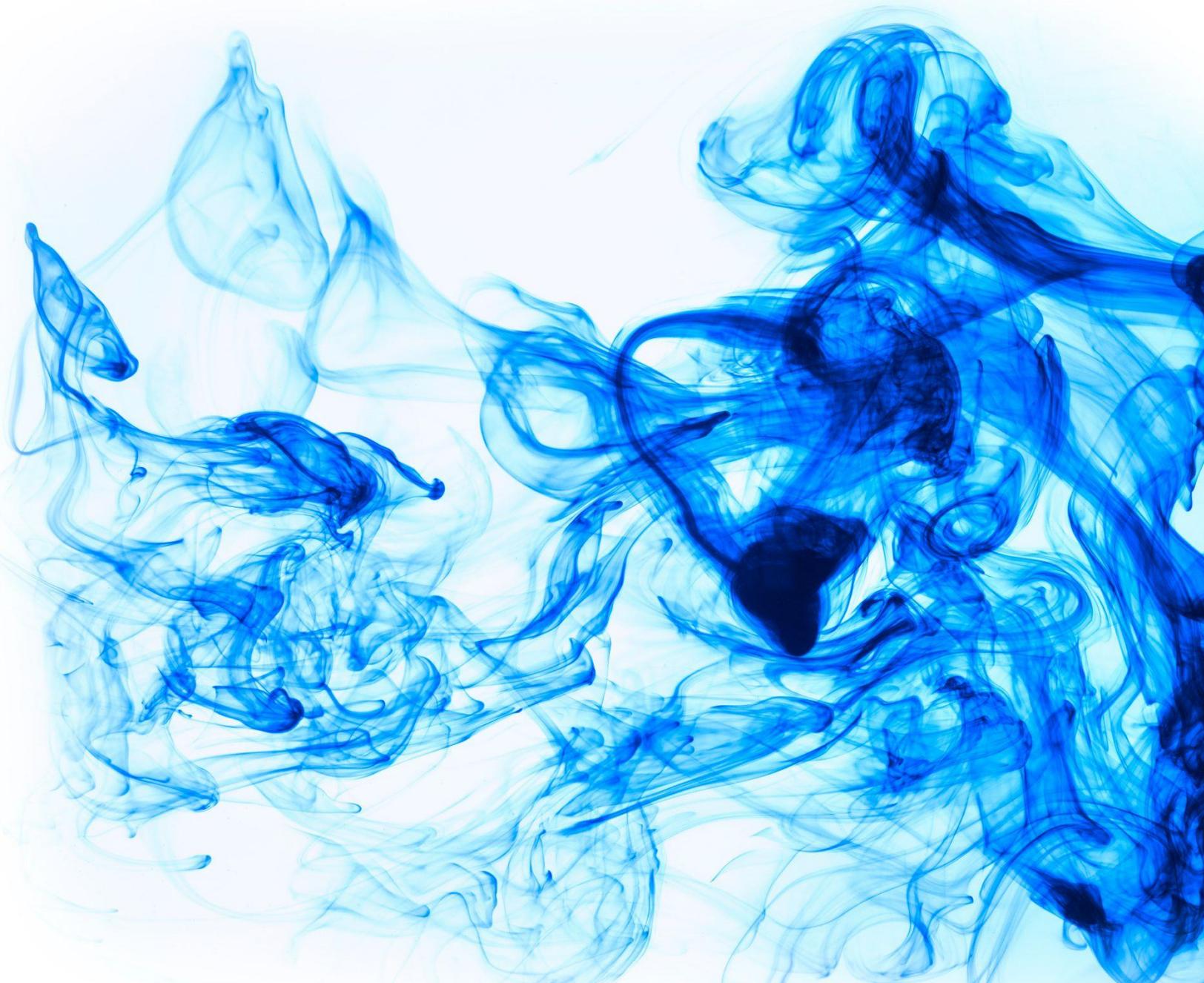


# 1st Source

WEB & MARKETING



# Ecommerce Website Design Proposal

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# WHY HIRE 1ST SOURCE WEB?

You may be wondering why you should choose 1st Source Web over the other millions of web design companies that would love to acquire your business. We have broken down all of the qualities that we value about our company.

**750+**  
WEBSITES  
LAUNCHED

**2008**  
IN BUSINESS  
SINCE

**13+**  
YEARS OF  
SERVICE



**Pricing:** We have very competitive prices compared to other web designers and are proud to offer top quality with our low prices.

**Customer Service:** As a small business we thrive on making our customers happy. If something isn't right, we go out of our way to fix it and make it even better than expected.

**Experience:** We have experience working with a multitude of different industries and have worked with CEO's, Admin Assistants, Content Writers, Marketing Specialists, Accounting Departments, etc. all over the United States to assist with completing each website on-time.

**Attention to Detail:** We are detailed and precise and pay attention to all the things that can easily get overlooked throughout the process of building your online presence.

**Knowledge:** We always aim to educate our clients about the pros and cons when it comes to web related decisions and are always available to answer questions when they come up.

**Education:** We provide detailed training upon each website launch to ensure your staff is fully loaded with the instructions and guidance they really need.

# PLAN OF ACTION

Our first and foremost key component is to establish a web presence for your business that impresses viewers, promotes awareness of your brand and keeps in line with competitors. There are two major components that we use to meet today's web standards and provide you with an action packed, beautiful website; Build Responsive and Build with WordPress.

## Not Sure What 'Responsive' Means? Let Us Explain...

The goal of Responsive design is to build web pages that detect the visitor's screen size and orientation and thus change the layout accordingly. If your website is not built responsive it may come across to your customers as being outdated.

As a result, an outdated website may turn customers away because they may not have enough confidence or trust in your company to take the next step contacting you, making an online purchase or learning more about your services. Just remember, a quality website will bring a quality customer.

Your Responsive website will be built to meet standard requirements from Google, which will help prevent low placement on their search engine. It is important that your website is built search engine friendly to maximize positioning on search engines.

In today's age web users need to find what they are looking for instantly or they are gone in a flash. Majority of viewers visit your website to see what you offer (product/service) or to get in contact with you. We want the website to spell out exactly what type of equipment and services you offer. Responsive design provides the best flow and ease of access for your potential customer or return customer.



# 12 REASONS WHY YOU NEED TO SWITCH TO WORDPRESS

*WordPress is one of the most popular content management systems found online today, and there are a lot of reasons for that!*

**1. It's cost effective.** We are able to keep the cost of your design much lower than a 100% custom built platform by using WordPress and all of the great features that come with it.

**2. Powerful right out of the box.** We provide installation and deployment of the top-rated, most effective third-party plugins that your website needs to operate smoothly and secure. WordPress has an extensive list of available features right at your fingertips.

**3. Flexible.** The flexibility of WordPress is another feature that can't be topped. No matter what you're using WordPress for- whether as an ecommerce site or a lead generation machine, WordPress is versatile enough to meet any and all of your needs through its extensive features and extensions.

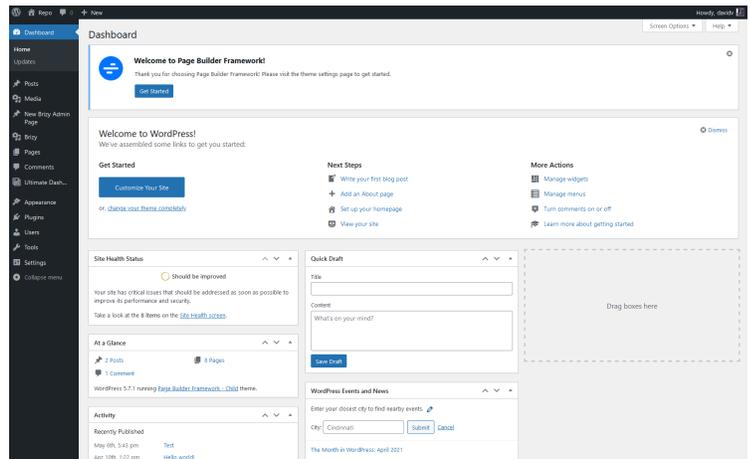
**4. Search engine friendly.** In order to improve your online visibility, you will need to carry out SEO (Search Engine Optimization) practices. If you want to achieve higher ranking on Google and other search engines, you'll need to get serious about SEO. Luckily, WordPress has a number of built-in features that make optimizing your content for search significantly easier. The most popular search engines actually prefer sites that are powered by WordPress because its framework is easy to crawl.

**5. Safe and secure.** Since WordPress is such a popular system, it shouldn't be surprising that it's a target for hackers. However, WordPress takes the security of its users very seriously by providing updates to their software to prevent attacks. In fact, WordPress has had an automatic update feature ever since the release of version 3.7. Over the last decade, WordPress has been refined, tested, and enhanced. In the process it has evolved into a world-class web publishing system.

**6. Lots of support.** We are always here to help, but there may be a time after-hours that you need an answer and the WordPress community online does not disappoint. WordPress comes with unprecedented support. This is in part to the extensive WordPress community where you can troubleshoot any question or concern through just a quick google search with step by step instructions.



**7. Easy to use.** Another great perk of using WordPress is how easy it is to use. The platform is user-friendly, intuitive and easy to learn. In fact, if you need to edit content on your website it can be done in a matter of minutes. Time and time again, our clients get awestruck when we show them their new WordPress website for the first time and walk them through how straightforward their new administration will be. They just can't believe how easy it is to publish articles and change content. Because WordPress is so incredibly popular, one recent benefit for you is that a lot of people have experience with using it, so it becomes much simpler and faster to train new employees when they join your company.



**8. Hosts multimedia.** The addition of images, video or audio files is a great way to enhance the experience of your users. Thankfully, WordPress makes it easy for you to insert multimedia files into a page or post. Not only is it easy for you to upload multimedia files, you can also edit files, like images while adding them to your website.

**9. Mobile friendly.** It's more important than ever for a website to be mobile friendly to accommodate smartphones and tablets. With WordPress, however, you don't have to be concerned over that. We have the capability to create a mobile responsive design for you using their system.

**10. Integration.** WordPress integrates with some of the most powerful platforms available to give your business that additional boost. Need to launch an email campaign? You can use a service such as MailChimp through your website. Want to get paid for a product or service? WordPress can work with some of the most popular payment gateways in the world.

**11. Automation.** Running a business is an extremely time-consuming task. However, WordPress can free up some additional time by giving you the ability to schedule posts in advance. This means that whenever you complete a post, you can schedule it during whatever time best suits you and your customers. For example, if we have discovered that the most traffic comes to your site between 12pm to 1pm on weekdays, then you could schedule posts around that time. You can even have members of your staff create posts and send you a draft to be approved before it goes 'live'.

**12. Reputation.** Are you amazed yet by the power of WordPress? If you are ready to switch over, then you are in good company. WordPress is trusted by Fortune 100 companies from Time.com, Forbes.com and CNN to government organizations, who all run their business and services on the platform.

# WHAT ELSE IS IMPORTANT?

*Building a website to be responsive and also using the WordPress framework is not enough... There are a few other important things we do to make sure your viewers find what they are looking for once they land on your website.*

**Ease of navigation:** You need more than just a menu bar you need to have lead-ins and click flow throughout the website. Visitors need to be driven to your product/service immediately. There should be a minimal number of clicks to reach a destination. Visitors should never be left wondering where to go next.

**Organization:** All sections will be organized, precisely displayed and simple for customers to navigate through each category.

**Call-out Buttons:** Links with images on your homepage will take viewers directly to your products and services area of your website. Links to the contact form for quick and easy access will be added.

**Converting visitors to customers/clients:** is just as important as having a nice looking website.

**Here are a few ways we accomplish these goals:**

- 1) Maintain a professional web appearance to display that your company is embracing new technology.
- 2) Focus on usability and conversion, not just an awesome design.
- 3) The use of a strong call to action:
  - Call to action logos placed throughout website
  - Phone number on the top of every page
  - Customers will have capability to contact your company directly through use of a “quick contact” form.

**Credibility is huge** in the enormity of the web, your website needs to let viewers feel comfortable and build trust of your brand.

# SECTIONS & CONTENT

What's Included?

## Essential

Up to 4 Pages

- Completely mobile/tablet responsive
- Launch strategy with concept design
- 30 day post launch support

**Investment: \$2,295**

## Premiere

Up to 10 Pages

- Completely mobile/tablet responsive
- Launch strategy with concept design
- 30 day post launch support
- Social media integration
- Contact forms
- Email Lead Capture Tool
- Blog post integration
- **Ecommerce: Add-on \$1,200\***

**Investment: \$2,895**  
**\$4,095\* with Ecommerce**

## Pro

Up to 15 Pages

- Completely mobile/tablet responsive
- Launch strategy with concept design
- 30 day post launch support
- Social media integration
- Contact forms
- Email Lead Capture Tool
- Blog post integration
- Pop-up Advertisements
- **Ecommerce: Add-on \$1,200\***

**Investment: \$3,495**  
**\$4,695\* with Ecommerce**

# SECTIONS AND CONTENT

What's Included?

## Unlimited

Unlimited Pages

- Completely mobile/tablet responsive
- Launch strategy with concept design
- 30 day post launch support
- Social media integration
- Contact forms
- Email Lead Capture Tool
- Blog post integration
- Pop-up Advertisements
- Custom designed 'Coming Soon' page
- **Ecommerce: Add-on \$1,200\***

**Investment: \$4,995**  
\$6,195\* with Ecommerce

## Add-on Features

- Additional Page Layouts\*
- Product or Service Landing Pages\*
- Data Entry\*
- Newsletter Integration\*
- Search Engine Optimization\*
- Graphic Design (Brochures, Business Cards, etc.)\*
- Photography Services\*
- Copywriting Services\*

**Request a Quote**

***Deposit required: 50% upon signing agreement.***

\*Any additional items/changes to format, structure, rotating images, additional pages and any content management/admin controlled pages, etc or sections not included in the above website proposal will need to be quoted separately and will require a revised proposal.

\*For E-Commerce or Catalog Product Websites – Up to 25 products included at no charge.

# SELLING PRODUCTS ONLINE

## Turn visitors into **loyal customers**

*with custom shopping cart solutions  
powered by WordPress and WooCommerce*



### Reporting

Keep a birds-eye view of your store's performance, monitor incoming sales, reviews and stock levels.



### Safe & Secure

Approved by WordPress security firm Sucuri, WooCommerce has all guards up to fend off cyber attacks.



### Powerful Storefront

Efficient, robust and intuitive eCommerce solution employing industry best practices.



### Inventory Management

Easily manage your digital or physical products with the intuitive and WordPress centric UI.



# WIDE VARIETY & CAPACITY PRODUCT

## CORE FEATURES

**Unlimited possibilities!** WooCommerce can handle anything from one product to thousands with effectiveness critically dependant on the hosting solution you choose.

**Add and manage products:** Quickly add products to your store, select images sizes for catalog, single product and thumbnails. Selectively enable a lightbox for product images.

**Product variables:** WooCommerce lets you offer a set of variations on a product with control over prices, stock, image and more for each variation (i.e. for a product like a shirt, you can offer a large, small, etc).

**Inventory management:** You can manage your store's inventory easily, track stock levels, hold stock for a period if an order is cancelled, receive notifications to a custom email address (for both low and out of stock items), hide out-of-stock items and more.

## EXTENSIONS

### Third-party Merchant:

PayPal Standard, PayPal Advanced, PayPal Express

# FLEXIBLE SHIPPING OPTIONS

## SHIPPING

Handwriting labels, packing boxes and making trips to the post office is part and parcel of every startup story but at some point, you need to spend your time wisely on other aspects of your business. WooCommerce makes shipping, payments, postage and international delivery easier with a impressive features built into core and more available.

### CORE FEATURES

**Shipping Calculations:** Enable shipping option choices within your store.

**Cart Calculator:** You can enable a shipping calculator on the cart page.

**Shipping prices:** Optionally hide shipping costs until an address is entered.

**Flexible shipping destinations:** Select from shipping address and billing address, or only ship to users billing address.

**Restrict sales:** Restrict shipping locations by country.

**Multiple Shipping Methods:** Flat rate, International Shipping, Local delivery, Local pickup or Automatic, which chooses the cheapest method available. Or even offer free shipping.

### EXTENSIONS

**Additional shipping options available:**  
USPS Shipping, UPS Shipping, FedEx Shipping

# TAX? TAKEN CARE OF TAX

Tax for eCommerce can be a nightmare. As an online retailer, we know this. So WooCommerce core comes with built-in tax features to help storeowners get it right the first time.

## CORE FEATURES

**Control your taxes:** Taxes are the last thing you want to think about when setting up your shop and one of the last things your customer wants to think about when buying online. So we've made it simple, included in core.

**Custom tax calculations:** Taxes can be calculated based on your customer's shipping address, billing address or your stores base address.

**Geo-location enabled taxes:** Based on your location, WooCommerce can automatically calculate major country and state tax rates.

**Select customer address:** Allow your store to select your customers address from either none as default, your stores base address or by geolocating the customers address.

**Control the display of taxes in your store:** Select if prices are displayed in the shop excluding or including tax. Select if prices are displayed during cart and check excluding or including tax and select if tax totals are displayed itemised or totalled.

**Define tax rates:** Choose from standard rates, reduced rate rates or zero tax rates.

# INTEGRATED MARKETING MARKETING

If only it were as simple as starting a store and the customers would come to you.

## CORE FEATURES

**Search Engine Optimisation:** WooCommerce runs on WordPress, recognised in the industry as one of the best platforms for SEO practices. Woo!

**Simplified Coupon System:** Our simplified coupons ensure discounts are never applied to taxes, and we've improved support for discounting products inclusive of tax.

**Discount Coupons and codes:** Choose to enable or disable the use of coupons to run sales and promotions within your store.

**Product reviews:** Enable or disable the ability for people to leave product reviews on your store.

**Owner verification:** Choose to allow reviews from verified customers only and show a verified customer label for reviews.

## BUILT-IN ANALYTICS & REPORTING

### REPORTING

Love to crunch the numbers? Google Analytics makes a lot possible but we've included some basic reporting and analysis capability in core to help you understand how your customers are faring.

#### CORE FEATURES

**Reporting:** Sales reports can show both net and gross amounts you've earned. We've added a print stylesheet, and added extra data on refunds to reports.

**Dashboard:** We've worked hard to make the storeowner dashboard helpful. It includes sales orders, traffic and an at-a-glance status summary window.

**Analyse products and orders:** Gain insight into your products and orders. Track sales and growth trends.

#### EXTENSIONS

**3rd party service integrations:** Google Analytics

# KEEPING USER DETAILS SAFE

SSL Certificates are designed for encrypting websites and protecting data between a user's computer and the website.

**Investment: \$150/1 year or \$420/3 years\* (\$30 savings)**

## According to an article released by Google:

An SSL certificate provides three key layers of protection:

**Encryption**—encrypting the exchanged data to keep it secure from eavesdroppers. That means that while the user is browsing a website, nobody can “listen” to their conversations, track their activities across multiple pages, or steal their information.

**Data integrity**—data cannot be modified or corrupted during transfer, intentionally or otherwise, without being detected.

**Authentication**—proves that your users communicate with the intended website. It protects against man-in-the-middle attacks and builds user trust, which translates into other business benefits.

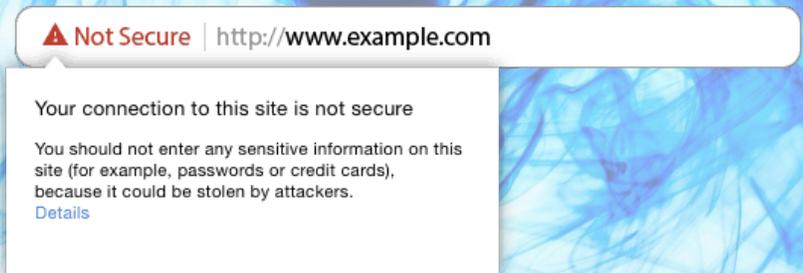
Google highly recommends securing websites with HTTPS and they have even provided additional incentives for having this connection. Google has indicated that HTTPs sites will receive a small boost in SEO rankings. The higher the SEO ranking a website has, the higher up on search results it will appear. This is important in order for users to find your website and help you stay ahead of competitors with similar keywords.

Google also announced that when they are indexing sites, HTTPs sites will receive priority. Indexing is the process that adds web pages into Google search. Google will search for URLs and examine the content of their pages to properly categorize, or “index”, these websites. It is important for the pages in your website to be indexed in order for your pages to appear in search results.

**Since October 2017, Google has marked all non-HTTPS websites as “not secure”.**

Users surfing the web on Google Chrome will see an extra notification when visiting a non-HTTPs site, similar to the picture above.

Luckily, 1st Source Web offers SSL certificates for purchase so that your website will be HTTPS and ready when this change occurs.



# DESIGN PROCESS

## Step 1:

- Your company and a Project Manager from 1st Source Web will finalize the site map, color scheme and any design elements.
- Your company will submit text, company logo, any important images, etc for the homepage design.
- 1st Source Web will create a homepage design for your approval and feedback.

## Step 2:

- Your company to submit any homepage design changes to your assigned Project Manager.
- 1st Source Web will make necessary changes to the homepage design until your company is satisfied with the overall look and feel.
- If no changes are needed on the homepage design, then your Project Manager will ask for a "Homepage Design Approval" form to be signed until any further work will be made on your project.

## Step 3:

- Your company will submit all text and photos available for website sections.
- 1st Source Web will build out all pages of the website design project.

## Step 4:

- 1st Source Web will submit website progress to your company for review.
- Your company may submit any changes to make throughout the content of the site.
- 1st Source Web will make all necessary changes to content throughout the site.

## Step 5:

- Your Project Manager will request for any domain registration information if not already provided.
- Website changes will be submitted to your Company for final approval. Completion Agreement will be sent to your Company.

## Step 6:

- Your website will launch to your domain and will now be "live".
- Content Management System Training will be provided.

# SERVICE PLANS

## *The Standard Plan*

*\$29.95/month*

- 99.9% website uptime
- Lots of disk space - Enough space to hold 20 average websites.
- Unlimited domain forwarding
- Automatic Weekly Data Back-ups
- Unlimited Email Addresses - We offer as many email addresses as you need
- Email Spam Protection
- POP3 Connection (IMAP Additional cost)

## *The All In One Plan*

*\$49.95/month*

- 99.9% website uptime
- Lots of disk space - Enough space to hold 20 average websites.
- Unlimited domain forwarding
- Automatic Weekly Data Back-ups
- Unlimited Email Addresses - We offer as many email addresses as you need
- Email Spam Protection
- POP3 Connection (IMAP Additional cost)
- **Standard updates to text and images through each page of the website on a monthly basis.**

\*Content must be provided by the client.

\*Does not include changes to layout, product data entry, any changes to the structure or color scheme of the website.

# RECOMMENDED READING

## For Business Growth and Beyond



### Purple Cow

By Seth Godin



This cult book on innovation has a simple message. Be remarkable. Purple Cow argues that the only way to cut the hyper-clutter of products and advertising today is to innovate something new, unique and remarkable - like a purple cow.

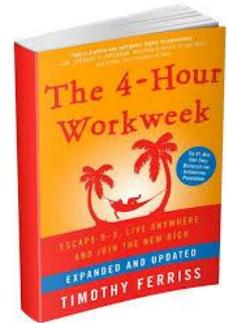


### The Pumpkin Plan

By Mike Michalowicz



A simple strategy to grow a remarkable business in any field. The Pumpkin Plan reveals how applying the same few simple methods farmers use to grow colossal prize-winning pumpkins can lead entrepreneurs to grow colossally successful businesses.



### The 4-Hour Work Week

By Timothy Ferriss



Don't try to do everything by yourself and waste your precious time and energy. The 4-Hour Work Week teaches how to start outsourcing your work. If there's a task that someone else can do for you (better than you), wait for no further and delegate it immediately.

