



To: Trevor Jackson

Date: 27th February 2019

We are pleased to be asked to quote for the redevelopment of your web site following our meeting.

Please find below our project scope of the initial consultation process with fees and schedules.

If you require any clarification, then please don't hesitate to contact me.

Kev Cornish

Executive Summary

We know time is important to you so here is the detail of our proposal up front. We are aiming for the project duration to take approximately 4-6 weeks.

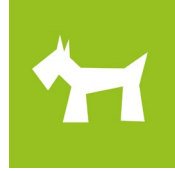
Item	Cost
Website design with full visuals, build of a new WordPress Theme based on the agreed design and full population of the website.	£4420

All prices are subject to VAT.

Top Dog Digital Limited

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Project Outline

The principal objectives of the project are to create a web site which enhances the quality and professionalism and styling of TBS Hire and it's branding.

Key points we discussed during our meeting were.

1. Brochure like format, images are important
2. Retaining the orange, but incorporating the grey more heavily
3. Incorporation of Video within the homepage, along the lines of GR8
4. Informative at the point of product, keeping all relevant documents together
5. TBS Hire to be able to edit
6. Tool and Plant Hire to be combined within one site

Our Approach

As discussed during the meeting your current website now requires updating. Having looked at GR8 as well as other sites within your sector it is clear the TBS Hire would benefit from a refresh.

We would suggest as a platform WordPress giving you the ability to update most parts of the site yourself, including adding new products, technical data, contact information etc. as with all CMS (Content Management Systems) there may be the occasion that us as the developer will need to help you update, but on the whole you will be self-sufficient.

An area we would look at is the entry to the site, primarily the home page to ensure the user can start their journey and quickly find exactly what they are looking for, as well as presenting a wow factor that retains the interest. We would focus on the header area and content throughout leading to a strong call to action on all pages.

We would also recommend making the most of your You Tube channel, if you do not have one, we can set one up for you. As the second biggest search engine, many users will gravitate to watching and hearing about content rather than reading, this is were any video's that appeared on your website would be uploaded to.

Some of the other points that were discussed during our meeting which warrant attention are, items such as the PPE Site Box, Quick Delivery from 7.30am to 5.00pm, a Support Van, all consumables included within the hire, TBS Hire can also Service client's equipment on the client's site as well as Insurance available for all hires. These are items that would be advertised throughout the site but focussed on providing the relevant information on the page so avoiding the user having to click several pages.

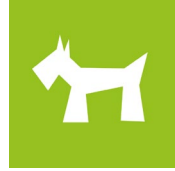
How we work

The first stage would be to create a new design, for this we work to produce designs for all your key pages, this way you can tweak and adjust quickly to ensure you are completely happy.

We will then create a new bespoke WordPress theme matching the agreed visuals and perform any additional programming to achieve exactly what you are looking for.

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Search engine optimisation (SEO)

On the SEO front, we will complete the SERP (Search Engine Ranking Performance) report to include your social media platforms and work with you on creating a keyword list which will be monitored monthly. Using this report, we can then adapt and focus the content of the website in line with your social media posts to maximise your positioning in the search engines natural listings. You will receive this report each month and we can help you decipher the numbers to ensure you can react to the trends and shifts going forward.

To help the content of your web site meet the requirements of the search engines we will provide a page scoring tool within your WordPress setup. This tool uses a traffic light system to let you know how your page is likely to perform and therefore you can adjust the content to get the green light going forward.

Search engine Pay Per Click (PPC)

As we discussed, PPC can be like flogging a dead horse unless it's targeted specifically. If your natural search engine positioning is good, then you may not require PPC at all.

Our recommendation at the moment would be to stop current PPC campaigns until new site launch then review the natural listings using the SEO report and looking at the keyword bid amounts before committing to running a new campaign.

Social media

As you mentioned, the Social Media side of the business, you look after and enjoy, therefore, we would not be directly involved, however, we will work with you to ensure your website has content to support your social media activity – thus creating a multichannel approach.

Video content and production

Over the last few years its become apparent that users absorb much more information whilst watching a video over just about any other media. The important thing to note is users are not overly bothered about the production values of these videos. Therefore, we would recommend you continue to create these videos for yourself, obviously the higher the quality the better!

As mentioned earlier we would like to combine some of your video's to be able to create the video intro for the home page. This will combine short clips of the essential action to make it punchy and dynamic which we feel reflects the business well.

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Timings and Fees

Website Design and Build

To develop the design and build a new WordPress theme. This will cost £4420 + vat. This will include all the visuals and reworking and full population of all pages with content.

The project should take approximately 4-6 weeks to complete.

Maintenance

Once you web site is live, it's important to regularly maintain the platform so security updates are applied, and plugins are updated to ensure they work to their highest efficiency.

We understand that due to the nature of websites you will also need support in the upkeep of the site using our technical and artistic skills.

Therefore, we propose a monthly maintenance package of £65 pcm and this includes your hosting (usually £25pcm), and 1 hour per quarter and 2 WordPress updates per year to cover changes and support you require so you can save over £300 each year.

Training

Top Dog Digital will provide the training you need to update products, page content, images etc. this is inclusive within the total cost. This training should take approximately 2-3 hours and we can accommodate up to 4 persons.

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Hosting

As we discussed, your web site is effectively your shop window and along with the visual elements the speed is really important.

Therefore, we would recommend hosting on a leading cloud solution where the hosting is secure, scalable and robust, and fast to ensure your web site availability at all times.

If you choose not to have a maintenance package, we would estimate your usage would be similar to most of our sites we host and therefore attract a monthly fee of £25 pcm for the same level of hosting.

Terms

Top Dog Digital operate a standard 50% deposit on confirmation to proceed. Followed by 25% when your project is released for testing and the final 25% on project completion.

Testing and Warranties

The solution is tested incrementally throughout development, however, after the completion of development we recommend a user acceptance testing (UAT) period of 14 days (unless otherwise agreed).

Your website remains under warranty for 3 months after your package is live. This warranty covers unforeseen issues not picked up in UAT but does not cover corrections for environment changes such as a new operating systems or web browser releases.

Project Completion

Most projects naturally conclude as they have a defined live deadline. We determine the project to be complete once the solution has been made available online or 14 days after it has been released for UAT, if issues are identified during this period then the completion period is reset for the following release.

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