

Security Media Publishing Ltd. | 16a Market St., | Lichfield | WS13 6LH | 01543-250456

Security Media Publishing Ltd (**SMP**) is committed to marketing projects that move business. As an integrated marketing firm, we serve a diverse list of clients and industries. SMP offers a cross-fertilization of strategic ideas in brand strategy, communications, print, web design and multi-media solutions.

The benefits of working with SMP include:

- The members of our team possess a broad range of experience and expertise, so every phase of your project is monitored and implemented to ensure the highest-quality result.
- Our creative and technical team members are immediately involved in your brainstorming sessions, enabling us to understand your goals and strategies to give you the best possible solution.
- We develop and maintain trusting and mutually beneficial relationships with our clients by working hard at team-building with your organization to be sure business objectives are met.
- We use a project management process that actively involves our clients during the duration of the project and employ cost-effective approaches that are sensitive to budget concerns.

SMP understands how to make the web work for you. We strive to understand your overall marketing goals, how the web can work to achieve those goals and deliver a website that exceeds expectations.

Project Overview:

2020 Vision (2020) are a market leading Security Integration company based in the UK. Their services cover the conceptualisation, planning and implementation of some of Europe's largest Infrastructure security. Large scale security projects including Universities, Hospitals, Railway's, Government buildings, Shopping Centres and many other Public Access areas.

The website currently is a little dated and slow – The project will bring the existing Brand and layout into a similar (friendly) environment – so that existing customers don't feel alienated or lost, whilst embracing a fresh look and speeding up the experience.

Points to consider at this stage would be:

- Professional Design & Navigation
- Content Management System
- Applications
- Web Hosting & Statistics
- Translation (Optional)
- Image Acquisition & Flash (Optional)

Project Theme:

As stated above, the theme will continue from the existing site. Colour scheme, branding and images where possible.

Theme will continue through all offsite content, i.e. blog, off site adverts, micro-sites, etc.

Special Considerations:

Special considerations we are aware of for this project: Possible translation of key pages, subscription with triggered e-mail replies, CMS news area and Blog.

Web site navigational flow chart:

Please see the attached diagram showing the different areas of the site and navigational structure.

Development Timeline:

Schedule of works:

Below is a breakdown of the individual components of your web build, with an expected completion date alongside:

- | | |
|--|----------------------------------|
| 1. Existing site and market overview | (complete) |
| 2. Collection of data, content and artwork | (complete) |
| 3. FTP / admin / control panel setup | ((?) need to speak to web-hosts) |
| 4. Template page creation | (sep 1) |
| 5. Forms creation, data capture methods | (sep 1) |
| 6. Propagate site with content | (sep 8) |
| 7. Define Key-phrases and implement SEO | (sep 15) |
| 8. Sitemap, Search engine verification | (sep 15) |
| 9. Google-Analytics implementation | (sep 15) |
| 10. Increase web profile | (sep 22) |
| 11. Deliver site | (sep 29) |
| 12. Reporting | (Oct 1) |
| 13. e-Newsletter template and auto responders | (Oct 8) |
| 14. Ongoing SEO, web profile and site improvements | (weekly) |

This may also include milestone payments for involved projects and site promotion activities. Traffic takes time to build up after implementation and promotion should only occur after the site has been tested thoroughly. Improper implementation can cost months of traffic and a great deal of lost business.

Optimisation / Web Marketing:

SMP design and develop websites which download quickly and help to avoid potential indexing and ranking problems with search engines. **Website optimisation** is the term we use to describe this process.

If you've ever used separate companies for website design and website optimisation, you are likely to have encountered some of the issues which can arise as a result.

Our ethos is to provide you with a hassle free solution to website design and optimisation which actually works.

Website optimisation for search engines

Search engines are websites people visit to 'search' for new or existing websites. In our opinion the three main search engines to optimise for are Google, BING and Yahoo!.

Why would your website need to be optimised for search engines?

Quite simply, because that's where your web based customers are looking for your products or services. Millions of searches are made each day on search engines. Without a decent level of search engine exposure you'll find your website isn't living up to its full potential.

SMP can help your website live up to its full potential through the website optimisation and popularity building techniques and experience we've acquired over the years.

Please see attached document – covering SEO Report (current)

At completion of project you will receive – SEO Report (project-end)

Project Costing:

This will include all items such as domain name registration, hosting fees and outsourcing for sections of the site we will not be able to develop ourselves. Ensuring to take into account business related items including travel time, electricity, telephone and consumables.

Bear in mind that things rarely go strictly to plan in web design and delays can be expected. Time is money. The going rate for web dev services seems to be: £25-£75 per hour; dependent upon the complexity of the task and the competency of the designer.

Please see attached **quote document**

Terms and conditions:

Expectations and commitments: It is not unusual for web projects to be delayed due to clients not supplying feedback or content necessary to complete sections. It is just as important to be clear in what we expect from our clients as well as explaining our commitment to them. Conflict resolution issues and feedback mechanisms should be described.

Our clients will need to know what will occur if they do not supply information when requested, or request changes mid-stream and the action that we will take if we are running behind in the project ourselves. We need to be clear on payment details and consequences of failure to pay for the services.

Mock-ups (samples).

A live and working model can be viewed at all times. www.2020visiontechnology.com

This website is the property of Security Media Publishing Ltd., until final signoff by authorised client and final payment has been made.

Ongoing web site maintenance.

Summarize an offer of ongoing site maintenance or, the implications of; the client deciding to update or maintain the site themselves after it has been established.

The above points are usually sufficient to put together a professional web design proposal for a small to medium project.

A prospective client asking for revisions is a good sign - they are genuinely interested.

include "next actions" for the prospect to take including

1. accept, revise, or decline proposal,
2. finalize and sign contract, and
3. the dates of payments.

Supporting Documents

SEO report (current)

Quotation

Web Flow Chart

Terms & Conditions – available at www.securitymediapublishing.com

Live view of all works – available at www.2020visiontechnology.com