



## WEBSITE PROPOSAL

### PowerSigns Website



<b>Prepared for:</b>	<b>Warren - PowerSigns</b>
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<b>Date Created:</b>	December 5, 2014

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## Executive Summary

*A well designed website could be the most important marketing tool you have ever had...*

**PowerSigns has approached Webdesign to provide information and pricing for building a website which needs to be professionally designed, active and potentially updated often.**

The key goal is to develop a website capable of easily showing your web viewers all about your company and the products, service and work you do in a website which is well designed, professional, and easy to update.

**This can be achieved by:**

- The design and construction of a world-class web presence that will be cost-effective and timely to deploy.
- Implementing a content management system that will allow you or approved editors to add, edit and enhance the website content easily and efficiently.

Webdesign has built its business since 1996, the early days of the web. We focus on providing efficient, attractive and cost-effective websites that exceed their client's expectations.



## Webdesign Recommended Solution

*We started building websites in 1996*

**Our years of experience in building complete web solutions for both large and small companies has given us a unique insight in creating the right website for your company.**

It is no longer about having a website “because you should” it’s about providing an extension of your complete organization with a 24 hour a day, 365 day a year advertising and marketing platform.

*Keeping your content up to date and easy to find...*

The only practical way to build and manage a website at this time is by using a database driven content management system (or CMS).

Webdesign have developed an ideal solution called PowerUpdates (view more about the system on subsequent pages).

We have invested over \$300,000 into building this system and it is used by many of the world’s top companies to instantly update their website in real time.

The design and navigation will be constructed by our professional designers personally for you. The design will be in keeping with your current corporate identity and colour schemes or Webdesign can help you with a new company look and logo.

The site will be built on a level to serve both novice and expert web users.

**There is no software to install to add or edit your website. All you need is an internet connection and a web browser.**

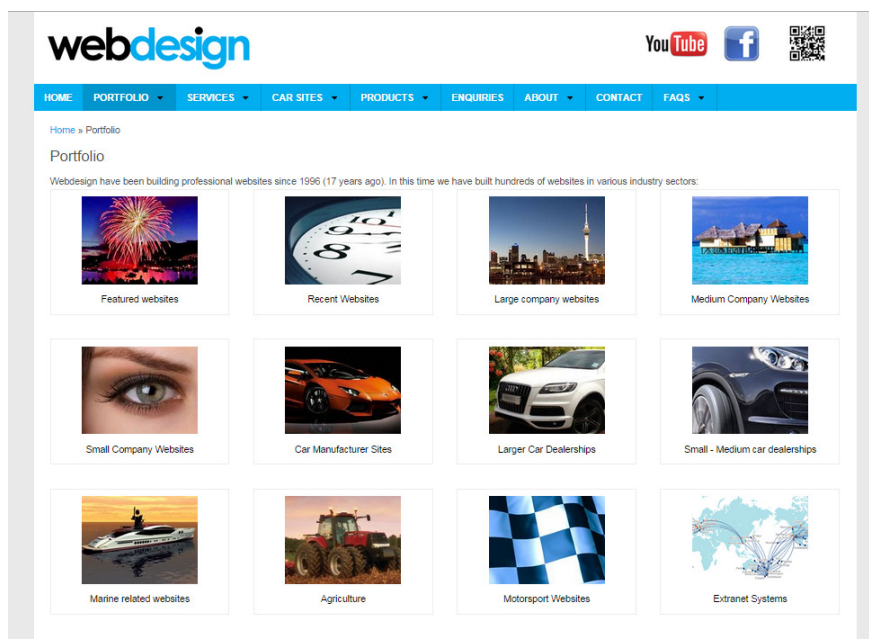


*Our sites speak for themselves....*

**In the last 18 years we have built well over 1000 professional websites for New Zealand and Global companies.**

We have built huge corporate company sites down to small one person operators.

Take a look at **[www.webdesign.co.nz/portfolio](http://www.webdesign.co.nz/portfolio)**





*Imagine updating any page on your website  
yourself in under a minute...*

### **Definition of a Content Management System (CMS)**

Software that enables one to add and/or manipulate the content of a Web site.

### **What is PowerUpdates ?**

PowerUpdates is browser-based software used to update your website, add images and documents to keep your site up to date at all times. It has the added ability of controlling the website's navigational links instantly.

### **It's Scalable**

You can keep adding as many categories and web pages as you need - many PowerUpdates sites have thousands of pages and are shared by many divisions in some of the world's largest companies.

### **It's easy to Use**

It takes under 1 minute to add or update a web page on your website.

It's as easy as filling in an online form with the addition of a rich text editor similar to Microsoft Word.

**Because the system is so intuitive, training for the entire system can be as short as one hour.**

### **It's easy to add images**

Add a thumbnail and larger image with every webpage or many images wherever you want them or using our design layout.

The "image upload" function enables you to upload any image or document to your website from your hard drive or network.

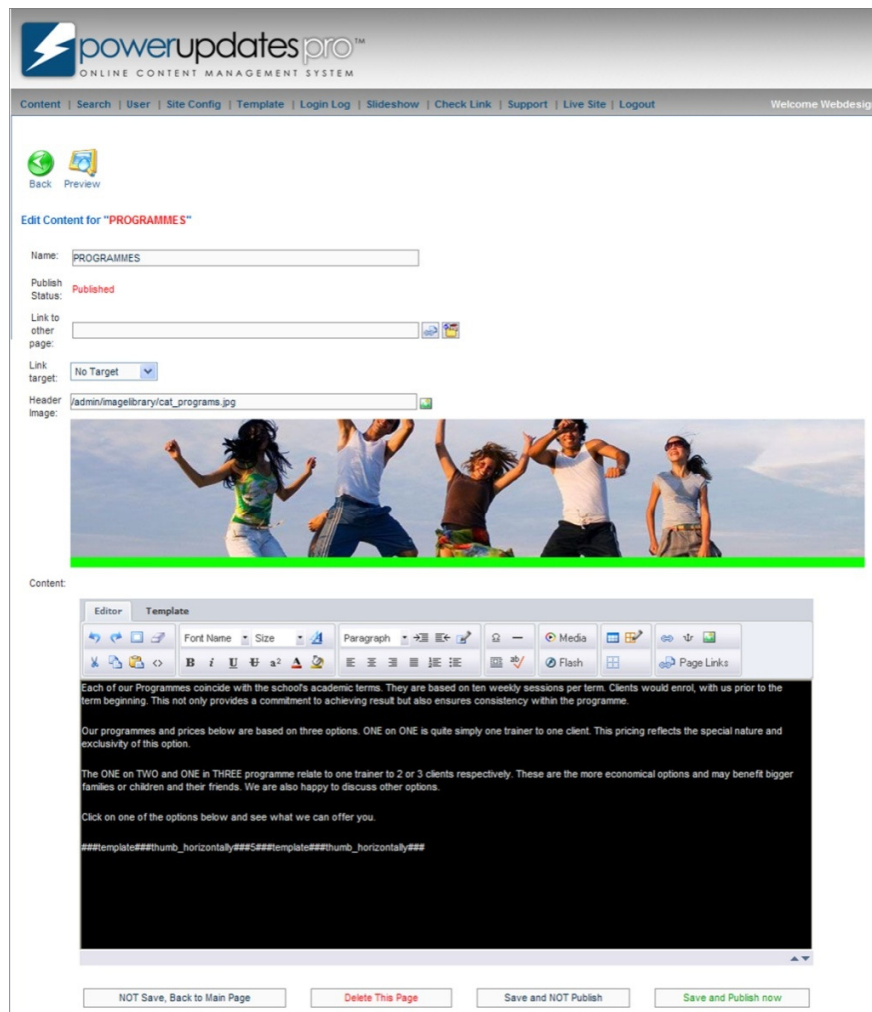
The system will automatically re-size your images for you.



## Built in searchability

Visitors can search the database of articles, products, news items from your home page or an advanced search page....

You can also search for an article to update in the back-end, admin area.



A screenshot of a typical PowerUpdates admin page.

## Powerupdates – continued

### File Downloads

Add files to any page of a PowerUpdates site on your website for downloading. E.g. PDF, CAD, DOC, PPT, Screen wallpapers or screensavers.

### Password Protected Areas (optional)

Turn your website into an extranet. You can add a web page to a special area that requires a password to access.

You can use these password protected areas to communicate with your dealers, clients, distributors, media etc.

Webdesign can also provide a fully featured extranet version of PowerUpdates.

### Upgrades

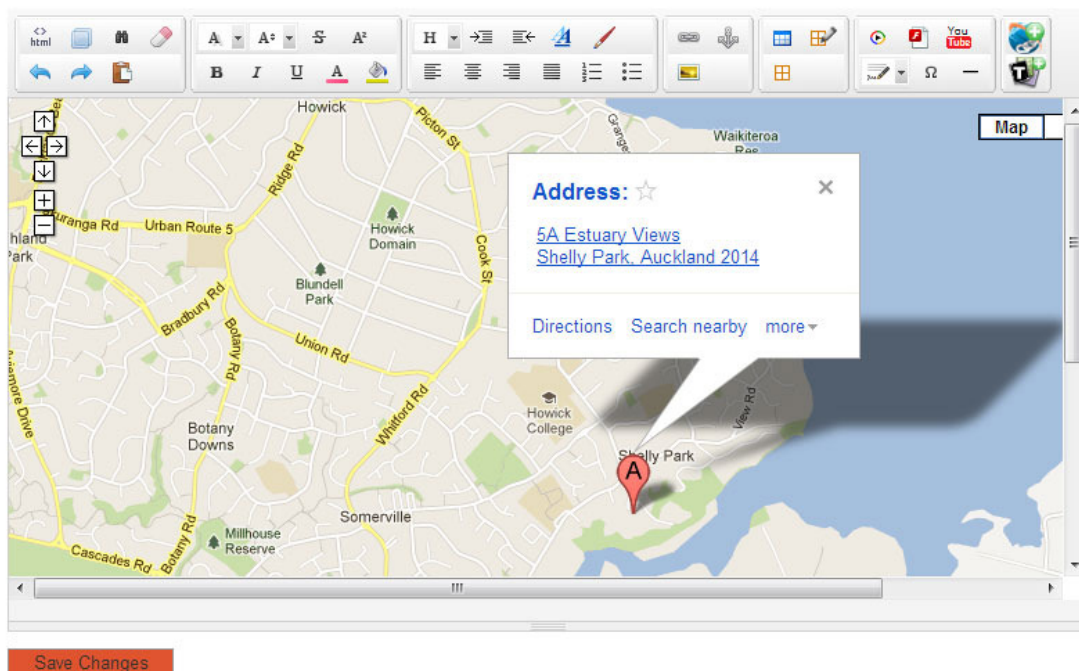
You can upgrade and add more features at any time.

### Add a Google map

It's easy to drop in a Google map of your location(s) on any page of your website.

### Add a video

Embed a You Tube or Vimeo video into any page on your site.



## *Your website will be designed for web and mobile*

**Mobile devices have become increasingly popular for web browsing so we now design websites so they will work perfectly in either a mobile or a web browser.**

If you look at our website [www.webdesign.co.nz](http://www.webdesign.co.nz) on a mobile device you will see a website designed specifically for mobile.

- It loads faster
- It displays better
- It works

Below is an example of a site designed by Webdesign showing how the site responds to various devices and display sizes.



## Webdesign Portfolio

Below is a small selection of the hundreds of sites we have designed.  
All sites use PowerUpdates content management system in some way

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### web sites

[www.beam.co.nz](http://www.beam.co.nz)  
[www.ejpfurniture.com.au](http://www.ejpfurniture.com.au)  
[www.norwood.co.nz](http://www.norwood.co.nz)  
[www.caseih.co.nz](http://www.caseih.co.nz)  
[www.kubota.co.nz](http://www.kubota.co.nz)  
[www.truckstops.co.nz](http://www.truckstops.co.nz)  
[www.mitchevans.com](http://www.mitchevans.com)  
[www.simedarby.co.nz](http://www.simedarby.co.nz)  
[www.rayglass.co.nz](http://www.rayglass.co.nz)  
[www.ktapr.com](http://www.ktapr.com)  
[www.te-awa.co.nz](http://www.te-awa.co.nz)  
[www.waikatotainui.com](http://www.waikatotainui.com)  
[www.magandturbo.com](http://www.magandturbo.com)  
[www.the-base.co.nz](http://www.the-base.co.nz)  
[www.nanoenergizer.co.nz](http://www.nanoenergizer.co.nz)  
[www.evans.co.nz](http://www.evans.co.nz)  
[www.downforce.co.nz](http://www.downforce.co.nz)  
[www.agricentre.co.nz](http://www.agricentre.co.nz)  
[www.cyclespot.co.nz](http://www.cyclespot.co.nz)

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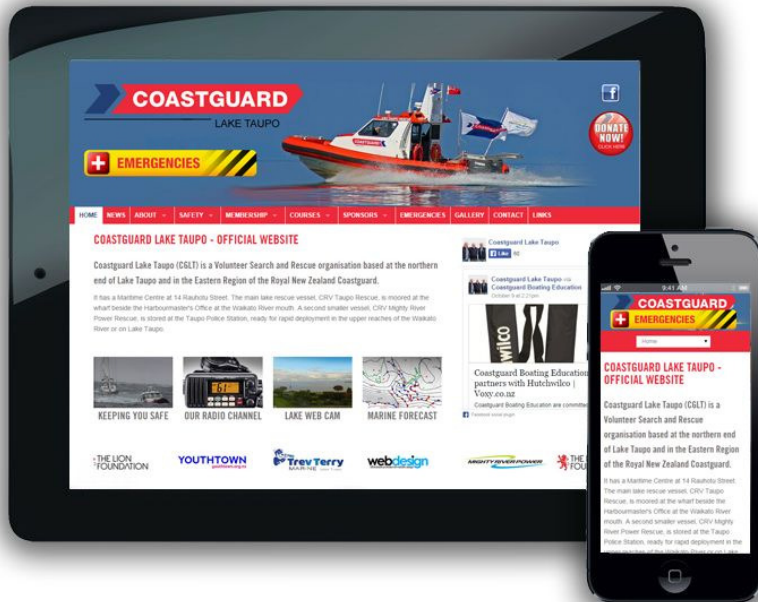
### Car Related

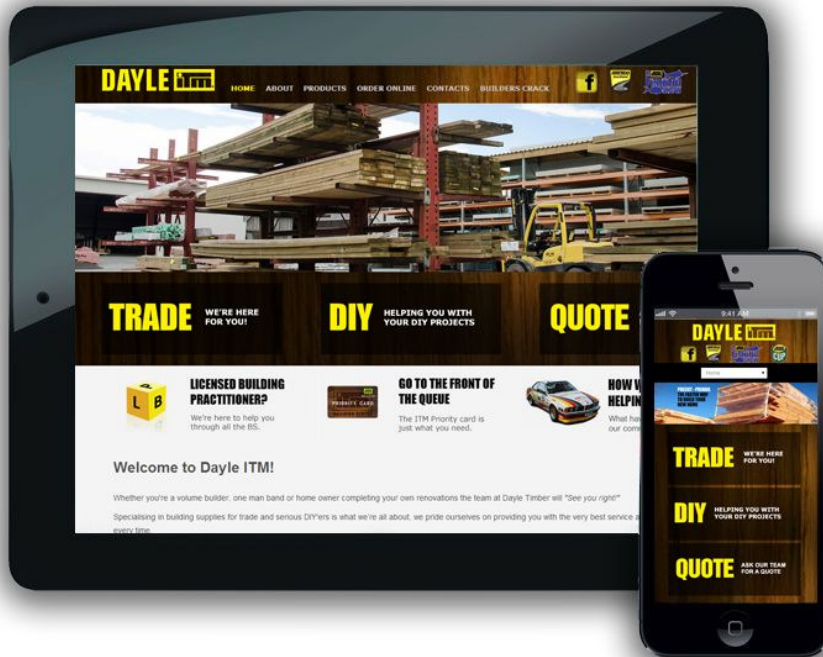
[www.landrover.co.nz](http://www.landrover.co.nz)  
[www.archibaldsgroup.com](http://www.archibaldsgroup.com)  
[www.farmerautovillage.co.nz](http://www.farmerautovillage.co.nz)  
[www.fast4s.co.nz](http://www.fast4s.co.nz)  
[www.johnandrew.co.nz](http://www.johnandrew.co.nz)  
[www.eurocity.co.nz](http://www.eurocity.co.nz)  
[www.centralmotorgroup.co.nz](http://www.centralmotorgroup.co.nz)  
[www.aemeuro.com](http://www.aemeuro.com)  
[www.storermotors.co.nz](http://www.storermotors.co.nz)  
[www.gazley.com](http://www.gazley.com)  
[www.jeffgray.co.nz](http://www.jeffgray.co.nz)  
[www.teammcmillan.com](http://www.teammcmillan.com)

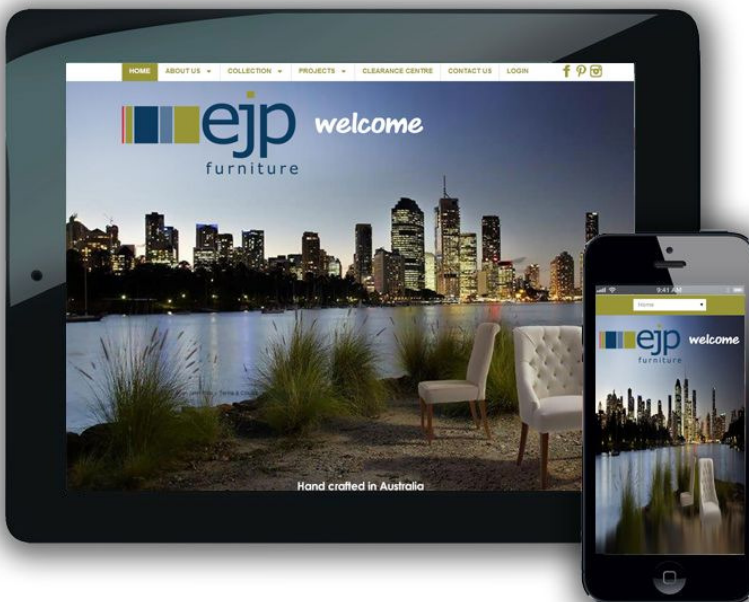
## Some websites we have built recently

Showing how the sites look on a normal screen and Ipad and also the responsive mobile version:









## About Webdesign

*With the experience of over 1000 web sites behind us Webdesign are the ideal web design company to provide your web site graphics or build your entire web site.*

### History

Webdesign began as a specialized website design company back in 1996 by, then graphic designer, Dave Blyth. Dave's background is working in ad agencies in the 70's, automotive and graphic design in the 80's and early 90's, and web design from 1995.

Over the years the staff numbers, portfolio and web systems have steadily increased.

### Awards

Over the years Webdesign has won many awards and received International recognition for the quality of their designs including:

- 1999 Netguide Webdesign company of the year
- 2000 Finalist Netguide Webdesign company of the year
- 2002 Finalist Netguide Webdesign company of the year
- 1997 TUANZ Icon award winner
- 1998 Netizen of the year award



## PowerSigns Project Team

### **Dave Blyth**

### **Project Manager – Art Director**

Dave has worked as a designer and artist since 1979. He started in an advertising agency, but since the early 1980s has been mostly running his own businesses as a graphic designer and in marketing.

Dave started designing websites in 1995 and is one of New Zealand's most experienced website designers plus earns the title of a true internet guru.

Dave has won many awards including New Zealand's best Web designer in 1999 and runner up several times since.

*dave@webdesign.co.nz*



### **Dallas Wearing**

### **Project Administration – Office Manager**

Dallas has a wealth of knowledge on office systems, accountancy and financial control.

Dallas also looks after the hundreds of domain names (like **yourname.co.nz**) for our clients and will make geeky stuff seem easy to understand.

*admin@webdesign.co.nz*



### **Gursharan Sandhu (G)**

### **Database Programmer**

Gursharan is our senior programmer specialising in ASPX and ASP Microsoft database code design and website coding.

G is responsible for making sure all our systems are working, especially our PowerUpdates CMS (Content management system) and CarUpdater used car database system.

*support@webdesign.co.nz*



**Michelle Blyth**

Michelle is a web designer who is based in our Taupo office. She keeps our clients websites totally up to date. Michelle is Dave's daughter and is responsible for project managing most of the website projects Webdesign undertake.

*michelle@webdesign.co.nz*

**Project manager / designer****Alex Blyth**

Alex is Dave's oldest son and has many years experience working in digital design at one of the largest car dealerships and is now a Graphic designer.

*alex@webdesign.co.nz*

**Graphic Designer****Ingrid Blyth**

Ingrid is Dave's wife and a director in the company. She works on office and administration duties.

*ingrid@webdesign.co.nz*

**Administration****Web Chickees**

Web Chickies is a fictional character to help with all Social Media enquiries. However you may see them/her in the flesh at promotional events.

**Virtual Manager**

## Terms of trade

### 1.0 Fees and Charges

1.1 Fees for Webdesign services will be quoted on a per job or project basis.

1.2 Account invoices will be submitted as follows.

30% deposit required to commence work.

30% progress payment when project is viewable online, for the client's initial approval.

40% on completion, BEFORE website launch, and the client's final approval. [Refer to 6.0 Ownership]

Please make cheques payable to Webdesign or arrange automatic bank transfers with our office (details on every invoice).

**Monthly hosting fees and System changes must be paid by an automatic payment on the 20th of each month.**

### 2.0 How we Work

2.1 Upon receipt of the deposit (or before) a client brief may be written for all parties to agree upon. This is to ensure a comprehensive understanding for what is involved in the project.

A design, or series of designs will be produced for the project for the client to agree on.

2.2 Webdesign will build the site according to this design and brief. Any changes or additions to the original design and brief will be done at extra cost based on current hourly rates.

2.3 On completion and final client approval, Webdesign will upload the full site online, and keep a backup copy of the design on their premises. We will store all electronic materials for at least one year as a security measure.

### 3.0 Guarantee

3.1 Webdesign provide a full and comprehensive guarantee of the website once launched, for a period of one month. This guarantee will ensure that all aspects of the original brief have been met. If any problems arise on the site which are caused by Webdesign, they will correct them at no cost.

### 4.0 Payment of Accounts

4.1 Our preferred method of payment is by Automatic Payment or credit card. Alternatively you may send a check on receipt of our electronic

invoice.

4.2 Invoices may be sent electronically by email

4.3 Our terms are generally 20<sup>th</sup> of following month.

4.4 Final payment for website is due before website can go live.

**4.5 Monthly recurring invoices shall be paid by auto bank payment.**

## **5.0 Overdue Accounts**

5.1 Any accounts that are going to have a delay in settlement must be referred back to Webdesign immediately.

5.2 Webdesign reserves the right to close a website for non-payment of an account upon 7 days notice by email of such a closure.

5.3 Any additional applicable fees for collection of overdue accounts will be added to the price of the total owing.

## **6.0 Ownership**

6.1 Once full and final payment has been received the ownership of static Web material [images and HTML code] becomes the property of the Client, however all intellectual property remains the property of Webdesign Ltd.

6.2 Designs or layouts may not be used in any media without the express permission of Webdesign, where additional fees may apply.

6.3 PowerUpdates, CarUpdater, EmailUpdater and other database systems remain the property of Webdesign Ltd.

6.4 Any database or active components may not be used on any other projects, modified by any other parties in a commercial environment or on-sold without written permission of Webdesign – extra fees may be applicable.

## **7.0 Acknowledgement Of Terms**

7.1 This document contains the terms upon which Webdesign accepts instruction to provide services to you.

Unless formally advised otherwise, your continued instruction will be taken by Webdesign as your acceptance of these terms. To avoid misunderstanding's we do ask you to sign and return the acknowledgement below.

## **8.0 Estimate time limit**

8.1 This estimate pricing stays in force for 14 days from the proposal date.

## Pricing Estimate

This is an estimation of indicative pricing for the project. As per our terms of trade we may update pricing on production of a document stating the contents of the website.

### **NORMAL RETAIL PRICING**

#### **PowerUpdates Content Management System licensing:**

1 website license  
Unlimited categories  
Unlimited web pages, images  
Up to 100 megabytes storage  
Hosted on Webdesign Hi-speed database server  
Normal Retail: \$2000

#### **Website design and graphics**

Design ideas, production  
Conversion to web graphics  
Integration with code  
FTP Upload, testing  
Pricing depends on amount of design input.  
Normal Retail: \$2000

#### **Project Management plus initial training in website updating**

Normal Retail: \$850

#### **Database programming website integration with Database**

Combining database and graphic elements and display pages  
Normal Retail: \$1500

### **SPECIAL WEBDESIGN EXPRESS OFFER**

**All of the above can be designed and built for \$1995 + GST**

#### **Monthly Inestment\***

Database content management support , database hosting, web hosting  
Website statistics, use of the PowerUpdates CMS system  
- \$95 per month + GST on a 12 month minimum contract

**\* Monthly fees must be paid by automatic bank payment.**

All pricing excludes New Zealand GST for NZ companies of 15%  
cancellation of contract must be 3 months in advance in writing.

**PowerSigns Website Proposal:**

Friday, December 05, 2014

**We agree to the terms and conditions in this website proposal.  
Please proceed with the Website design as requested and send us an invoice for  
a deposit of 30% of the total price (plus GST if in New Zealand)**

**Signed** [ PowerSigns ] \_\_\_\_\_

**Signed** [ Dave Blyth – Webdesign ]: \_\_\_\_\_

Please scan and email to [admin@webdesign.co.nz](mailto:admin@webdesign.co.nz)

Or post to:

Webdesign Ltd. 103 Titiraupenga St. Taupo 3330 New Zealand



## Web Terminology

### *What do all those names and acronyms mean?*

**ASP** There are two versions of this simple acronym and Webdesign do both:

**Active Server Pages** – these are the type of pages that make up a database driven website using the Microsoft online database solution.

**Application Service Provider:** A company who provides a service or software (such as PowerUpdates) online.

**CMS** Content Management System. Easy addition and updates of your website content through a browser based online software system

**Web Hosting** Your website must be hosted (or available on) a hi-powered web server (large powerful computer) which is connected to the internet with a very hi-speed connection and is monitored 24 x 7. Our servers are housed in a hospital-like environment with raised flooring in case of floods and diesel generator backups in case of power outages.

**Database Hosting** Same as web hosting but server must be specially set up and configured for an online database.(our databases are generally backed up nightly.

**Online database** a database such as Microsoft access or SQL which is hosted on a web server and connected to web pages to allow easy updating and searchability.

**Static Website** – A website that doesn't change much from week to week and must be updated with HTML manually by a web company.

**HTML** – Hyper text markup language. The most common computer language on the web used to write static or fixed website pages. Many web pages will have a name like home.html whereas database driven pages are called something like news.asp

**FTP** File Transfer Protocol – The way web pages are uploaded to the web server.

**>> UPLOAD** – the act of sending information up to a web server

**<< DOWNLOAD** – the act of getting data, images , text and code from a web server – simply viewing a web page requires downloading files and images.

**JPEG** – image file used on the web for multi coloured photos

**GIF** – image format used for simple logos and some animations

**FLASH** – web software capable of animation, sound and interaction but viewers must have the appropriate Flash viewer to view. Often requires a period of time showing a "loading screen". Does not display on iPhone or iPad.