

## INTERACTIVE WEB PRESENTATION

### DETAILED SPECIFICATION

***Goal:***

Basic goal is to spread information about client company to as much as possible clients worldwide.

Web presentation advantages:

- 24/7 availability/accessability.
- Show information for potential clients anytime directly or through search engine (internal or external (google, yahoo, bing,...))
- Ability to allow clients to order products/services directly from website
- Two way communication with clients (by email, contact form, article comments, blog, forum, link to social networks /facebook, twitter, etc./).
- Presentation structure is designed to allow visitors to find needed information fast with maximum three (3) mouse clicks, or with internal search engine.

## **BASIC WEB PRESENTATION ELEMENTS :**

- **Implementation of premium website design**
  - Modern layout (we do not use templates from Internet)
  - WEB 2.0 standard
  - Design from scratch.
  
- **CMS system**
  - Content management directly from client's office.  
Client is able to manipulate content (edit/delete/insert pages) directly from it's office/home without need to contact web developers.
  - Contact with web designer/programmer is necessary only if client want radical changes (change block positions, change design elements, etc.).
  - No additional knowledge is required, just basic computer skills (MS Office, Notepad, Paint, Picasa, etc.).
  
- **Default CMS modules**
  - Basic web pages with text and pictures.
  - News articles with administration.
  - Multiple image galleries with unlimited number of pictures and categories.
  - Contact form (Unlimited number of forms with different fields).
  - Booking form (for hotels, restaurants, private practice, etc.)
  - Document download (PDF of MS Word format)
  - Google maps implementation (multiple pinpoints) with interactive list.
  - Guestbook.
  - Internal search engine for searching presentation content.
  - Monthly backup.
  - Sitemap module.
  - Multiuser enviroment (superuser with all rights, users for content management or specific users for maintenance of particular parts of website (news, products, galleries, etc.)
  - Monthly access statistics
  
- **Additional CMS elements**
  - Product categories and product list in categories, with picture and text.
  - Implementation of online product catalogue with online purchase order creation.
  - Implementation of online shop systems (paypal, 2checkout, moneybookers)
  - Forum implementation
  - BLOG implementation
  - Article comments
  - Specific solutions:
    - database implementation.
    - information portals.
    - etc...

- **Web presentation hosting and domain registration**
  - web server setup and maintenance (one year) with 10 e-mail addresses.
  - control panel for email setup.
  - domain registration.
  - 24/7 server maintenance and guaranteed 99.5% up-time.
  
- **Presentation maintenance:**
  - After the successful start of the presentation, in first 6 months agency is committed to help client with entering new content or edit existing. This offer does not include changes related to the design or new functionalities that have not been agreed at the start of production.
  - By the end of the first 6 months, all changes to the presentation may be charged depending on the nature of change, depending on whether it is a change of content or design and functionality.
  
- **SEO modul (Search engine optimization):**

To ensure that web presentation (and all its parts) are visible to major Internet search engines (google, yahoo, bing, local search engines,...) we can offer 2 different solutions:

  - **New web presentation:**
    - We are using guidelines provided from google and yahoo in web presentation code to ensure that every page has its own meta tags, all pictures have its own ALT tag, all links have its own alt and title tag.
    - Pictures are textually described.
    - META tags are structured in way which provide all necessary information to web robots.
    - Web presentation is manually listed to search engines (webmaster tools)
    - Web presentation is tracked by google tools and all reported errors are fixed within first month.
    - Content is generated in XHTML standard (which is readable by web spiders)
    - Every presentation is described to search engines by sitemap module.
    - Presentation code is W3C validated
  
  - **Already active presentations**
    - Depending on way the presentation is created we can make changes in code to ensure that presentation is visible to web robots.
    - In our team we have experts in XHTML, CSS, PHP, MySQL so we can change almost every presentation and make it visible and increase webpage rank in search engines.
    - As we are using many CMS solutions, so we can provide our SEO services even if presentation is made in Joomla, Drupal, Typo3, WordPress and many more CMS systems...
    - Even if presentation is made with custom CMS, we can analyze code and find solutions to increase page rank.
  
  - **BLACK SEO**
    - We do not use Black SEO (hidden text, text in same color as background, hidden links) in any way, so, client presentation is secure and will not be banned from search engines (although such solutions provide immediate improvement in search results)

## - Users training (Content editors)

- All users will be provided with detailed description of all aspects of CMS system with textual instructions and screenshots (how to add, edit, delete pages, sort pages, how to insert pictures and documents in document, how to insert images in gallery, how to create new galleries, how to change menu points, etc.).

Note: in case that user have any problems, we are available through email, gtalk, msn, icq to assist and provide guidelines.

## DELIVERY TERMS

- design: 3-4 days (depends how you will react on my proposed design)
- template programming: 3 days
- web site creation: 3 days
- managing content: 3 days (depends on how fast you can provide us with content /text, pictures, required form fields for schedule appointments, documents, website structure,.../)
- web site testing: 1 day

NOTE: If client needs specific solutions (forum, blog, database, online-shop,...) delivery time will be extended, but in most cases no more than 10-15 days.

## PRICES

- Basic web presentation with default CMS modules: 250€
  - Product categories: 25€
  - Online ordering implementation (with online purchase /invoice/ module): 400€
  - Forum implementation: 100€
  - Blog implementation: 100€
  - Online shop: 1000€
  - Article comments: 100€
  - Custom solutions: depends on client needs
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- Maintenance after first 6 months: 15€ per hour

NOTE:

**All rates are variable and depend on the detailed client requirements.**

Please feel free to contact us about prices so we can find best solution to ensure that client will be satisfied both with given services and price.

## SEO Prices

- If we are creating presentation from scratch SEO module is free
- If we have to work on already active presentation, price can be defined after detailed analysis of code used in presentation.

After you provide us with access credentials (ftp, database, cms) we will analyze code within 2 working days and give you detailed offer.

Price can vary from 100€ to 1000€. Few examples:

- for basic HTML website without CMS with less than 100 pages: 100€
- for basic HTML website without CMS with more than 100 pages: 200€
- for CMS presentation made in Joomla: from 150€
- for CMS presentation made in Drupal: from 200€
- for CMS presentation made in WordPress: from 200€
- for CMS presentation made in MODx: from 100€
- for CMS presentation made in Typo3: from 400€
- for presentation made in Magento: from 1000€
- for presentation made in XT Commerce: from 300€
- for presentation made in withtank.com: from 200€ (if I can access template code which is totally hidden for search engines, no META, no ALT, no TITLE)

## References:

Here is few websites we have created in last few months:

[www.slozikucu.rs](http://www.slozikucu.rs)

[www.tiktak.rs](http://www.tiktak.rs)

[www.aleksandarpavlovic.com](http://www.aleksandarpavlovic.com)

[www.cuore-sportivo.rs](http://www.cuore-sportivo.rs) – still in production

[www.drmilikic.com](http://www.drmilikic.com)

[www.fruitworld-de.org](http://www.fruitworld-de.org)

[www.sentimento.rs](http://www.sentimento.rs)

[www.fopolis.com](http://www.fopolis.com)

[www.belmondoformen.com](http://www.belmondoformen.com)

[www.belgrade-apartments.org](http://www.belgrade-apartments.org) - here you will find map at the bottom of page

[www.gring.co.rs](http://www.gring.co.rs)

[www.portakrono.com](http://www.portakrono.com)

[www.dzkg.rs](http://www.dzkg.rs) - Health center Kragujevac

[www.nikolic-gabelstapler.de](http://www.nikolic-gabelstapler.de)

[www.mlssystem.co.rs](http://www.mlssystem.co.rs)

[www.villager.rs](http://www.villager.rs)

... and many more...

## PSD to HTML (JPEG to HTML)

We can offer you psd to html services, hourly or project based:

### 1. Hourly based:

After we receive PSD (PDF, JPG, GIFF) file from you, we will contact you with estimated time needed to convert your design in HTML template. If you agree with our proposal, we will start working on template and send you back finished files.

Price for psd-to-html service depends on urgency:

- next 7 days: 10€ per hour
- next 3 days: 13€ per hour
- next 1 day: 16€ per hour
- next 8 hours: 20€ per hour
- immediately: 25€ per hour

We will create 3 standard pages / templates (html, css, SEO optimized):

- a. Index file (home page)
- b. Product/Service page
- c. Contact page

If your client need more template pages, price will be defined by time spent for new document templates.

All templates are ready for use as templates for all major CMS systems, Adobe Dreamweaver, or can be used to create static HTML pages.

### 2. Project based:

If you need complete solution (template, CMS, content), in most cases template will be free (will be included in whole website price).

If you need specific solution, we can negotiate price before you contact client with offer.

### What we need from you before start on new web site:

- Client company Logo
- Menu structure (example: Home, About Us, Our Services, Where we are, Contact, Success stories, News...)
- Content (general text about client company, contact details, text about products / services, news, ...)
- Desired domain name (if presentation will be hosted on our servers)
- List of websites client like in same industry (just to have a basic idea what client like /colors, structure/layout/...)

In Kragujevac  
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