

PROPOSAL FOR WEBSITE DESIGN & DEVELOPMENT

STANDARD PACKAGE:

This proposal outlines a total roadmap to develop a professional, user-friendly, and responsive website tailored for Medium Enterprises. The project includes custom design, user friendly layout, value focused content and basic SEO practices with a smart online visibility.

Goal & Strategy

- Researching the target audience of the organization.
- Define and align the audience profile with the desired brand image.
- Develop strategic plans aimed at maximizing conversion rates.
- Basic SEO strategy to enhance search engine visibility.
- Basic visual storytelling through creative graphic design.
- Standard copywriting to engage and convert the audience.

Visual Specifications

- Custom development of up to 10 pages.
- Creative and elegant design concepts.
- Fully responsive and dynamic website structure.
- Optimized for fast loading speed.
- Mobile-optimized version for seamless user experience on all devices.
- Ability for unlimited page creation via the admin panel.
- Dynamic photo and video gallery integration.
- Attractive animated particle design for enhanced visual appeal.
- Inclusion of basic parallax images and motion graphics for an engaging user experience.
- Premium Paid image & video with License.

Domain & Hosting

- Domain Registration for 1 (One) Year.
- Hosting Registration for 1 (One) Year.
- Hosting-2 GB SSD Hosting.
- Bandwidth-10 GB Per Month.
- C-panel Access.



Technical

- ▶ CMS : Wordpress
- ▶ Standard raw coding by in-house developers.
- ▶ Bug free Feature development.
- ▶ Industry standard coding structure.
- ▶ Email Server Setup (Webmail: upto 15).
- ▶ SEO friendly development.
- ▶ Website performance optimization.

Security & Backup

- ▶ SSL/TLS Certificates.
- ▶ Ensuring that sensitive data is stored using strong encryption methods.
- ▶ Keeping all software, plugins, and dependencies up to date prevents security vulnerabilities.
- ▶ Setting limits on login attempts to prevent brute-force attacks.
- ▶ Implementation of Database and website file backup system.
- ▶ Securing through FTP and file permission restriction.
- ▶ Restricting database privileges.

Support

- ▶ Free support from the date of site delivery – 24 months.
- ▶ Website Management Training 2 days at client's premises.
- ▶ Dedicated Support Engineer
- ▶ Physical Training & Video Tutorial
- ▶ Free small updating support for 2 months after delivery

Basic Branding Solution

- ▶ Company Logo Design
- ▶ Whatsapp Plugin Setup
- ▶ Facebook Page Optimization (Logo, Cover Design & Others)
- ▶ Youtube Channel Optimization (Logo, Cover Design & Others)
- ▶ LinkedIn Profile Optimization (Logo, Cover Design & Others)
- ▶ Instagram Business Accounts (Logo, Cover Design & Others)



Price**BDT:35,000 /-****In Words:** Thirty five thousand taka only**Development time:** 4 Weeks**Renew charge:** 6,000/- Taka per year

Payment Plan

1st Installment: 50% due on the date of agreement.**2nd Installment:** 50% due on the date of delivery.

Payment Information

UCB (United Commercial Bank) LTD.
Mirpur Branch
A/C Name: FARA IT FUSION LIMITED
A/C Number: 0562101000020757**Islami Bank Bangladesh LTD.**
Mirpur-10 Branch
A/C Name: FARA IT Fusion
A/C Number: 20501310100618108**Dutch Bangla Bank PLC**
Branch: Mirpur 10
A/C Name: Fara IT Fusion Ltd.
A/C Number: 1641200004841**Bkash/Nagad/Rocket:** 01780-504501
Bkash Merchant No : 01722-858563**DBID Registration No. : 410081578**