



AFAST Robotics Web Proposal

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Objective

To make the AFAST Robotics Web site the bar that other robotics manufacturers point to by providing a modern, clean, standards compliant Web site.

Goals

- Design and develop a modern, standards compliant Web site. Learn why having a standards compliant Web site makes business sense at <http://tinyurl.com/nyh8>.
- Determine current search engine rankings and implement SEO to improve standings. (Note: SEO requires an ongoing commitment and is not an overnight solution. Anybody promising higher rankings overnight is likely practicing “black hat SEO” which could result in getting your site penalized or worse, kicked out entirely).
- Allow AFAST Robotics the ability to update their own content and have ownership of the Web site.
- Provide easy access for clients and partners to view or download PDFs, 2D documents, and 3D documents.
- Give distributors a secure area to use.
- Provide Web analytics by installing Google Analytics (<http://google.com/analytics/>) to allow AFAST to better understand their site and site visitor. Web analytics provide daily statistics on traffic and traffic patterns to your Web site and can be very helpful when developing your Web strategy in the future.

Solution

Unwound Design recommends using Expression Engine (<http://expressionengine.com>) as the foundation for every site that we develop. Expression Engine is a very robust and flexible content management system that is both easy to develop for and easy for clients to use. Expression Engine simplifies many common Web tasks, which means it is easier for Unwound Design to implement more of your requested features at a price lower than competitors that insist on building everything “from the ground up”.

Our philosophy of developing with Expression Engine means you don’t need to worry if we’re still around next year (not that we’re planning on going anywhere). When your site is launched, you won’t need us if you have to add a news item, change a salesperson’s name or update your product specs. One short training session and you’re ready to take control of your Web site. If you need to add a section or any other major change, we’re just a phone call away.

While Expression Engine does cost a little bit more than many of the free solutions out there, you often get what you pay for. In the long run the amount of time that is saved by using Expression Engine can amount to thousands of dollars in development costs. We wouldn’t recommend it if we didn’t believe in it.

We will also develop your site with the latest tools and strictly adhere to current standards to give you the best site possible. Giving you a site you can be proud of is what we believe in doing.



Future Expansion

Unwound Design believes in giving their clients a Web site they feel they have ownership of, we won't try to lock you into paying us month after month for minor site updates. We also take your future needs in mind. In the case of AFAST Robotics we know you plan to redesign the Fargo Automation site in the near future. Expression Engine can handle more than one site with only one installation, this means if you decide in the future to add another site at a completely different URL that you've already paid for the software to maintain it. You'll also already know how to maintain your site, so there is nothing new for you to learn either.

In other words, we're here to help when needed with your Web site or any other online marketing needs you may have. We want your site to be a success for you, because that means we've done our job.



Estimate

Web site design & development

While we feel this estimate is very close to what your final cost should be, please be aware that there are things that can make a project to go over budget (numerous content changes, client adds features, etc). We will not surprise you with unexpected costs and will inform you immediately at any point we realize the project may be “going down one of those roads” so we can work together to keep your costs, and ours, low.

Description	Quantity	Unit Price	Cost
Site Architecture	1	\$75.00	\$75.00
Site Design	10	\$75.00	\$750.00
Expression Engine	1	\$249.00	\$249.00
Expression Engine Installation	1	\$50.00	\$50.00
HTML/CSS Template Production	24	\$50.00	\$1,200.00
Expression Engine Training	1	\$50.00	\$50.00
Total			\$2,374.00

Web site hosting

Unwound Design can work with your existing host, or if you don't have a host (or want to change) we prefer to work with Dreamhost (<http://dreamhost.com/hosting.html>). While we don't offer our own hosting, we will be happy to set up and maintain an account with Dreamhost for you. We've included Dreamhost pricing for your information if you're interested in different hosting than you currently have. We can assist in moving your site from an existing host if you decide that is what you'd like to do.

Two-year pre-payment

\$190.80 with no set-up fee (\$7.95/month)

One-year pre-payment

\$119.40 with no set-up fee (\$9.95/month)

Monthly

\$9.95/month with one one time setup of \$49.95



Schedule

This is a proposed schedule if we were to begin on May 7, it should give a close approximation of what the timeline would be.

Date	Task
May 7-8	Site design begins
May 7-11	Hosting set up. Expression Engine installation and setup.
May 9	Present Design.
May 9-14	Design changes if necessary.
May 14-18	XHTML/CSS production. Content entry
May 21	Quality assurance testing.
May 22	Expression Engine training.
May 23	Site launch



Contact Information

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