

August 9, 2011



WEBSITE DEVELOPMENT PROPOSAL FOR  
**Sewell Appliance**

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CONFIDENTIAL PROPOSAL

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# Sewell Appliance

SewellAppliance.com

## Objective

Clarkit Design will develop a new site for Sewell Appliance that will be built with the latest web standards, while incorporating Facebook and Twitter into the site. The site will be optimized for search engine optimization. The site will include our latest Content Management System (CMS), which offers an in-depth control of the website content.

The new site will have 100% usability on all smart phones. (iPhone, Droids, etc...)

## Proposal

Throughout this document page titles will be identified by dark blue-bolded text. Sub-pages will be identified by blue-bolded text that is indented below main page description. A page's featured components will be identified by black-bolded text.

Page order of the navigation is as listed on the following pages. This was determined by web-standards and relevance of the page pertaining to this site.

## Site Features

### Home

#### Welcome Message

This can be a short message about the company or latest news update. This section can be updated through the CMS. (Message will aid in Search Engine Optimization [SEO].)

### **Latest Cooking Events**

Will display two of the latest events that have been created on the Sewell Appliance fan page on Facebook. Visitors will also see link to view all events on the Events page.

### **Social Media**

Will contain Facebook and Twitter for visitors easily to like and view your latest updates.

### **Latest YouTube video**

Will display the latest YouTube video that has been uploaded to the Sewell YouTube account. Visitor can also click on link to view the Media page.

### **Newsletter Signup**

Visitors can signup to receive the Sewell Newsletter that can be sent monthly by the admin through the CMS.

### **Scrolling Photos**

You can add unlimited photos that will transition through as they do on the current site.

## **Company**

Will display a bio of the company as well as a featured photo.

Site administrator will be able to edit the page and photo through the CMS.

### **Partners**

Will display a list of partners along with photo, description, and link.

Site administrator will be able to add|edit|delete partners through the CMS.

## **Showroom**

Will display showroom photos. The page will also display the two latest upcoming events and pull photos of the showroom from Flickr as it does now. On this page the visitor will see a prominent link that will take them to the bio of the Chef.

Site administrator will be able to edit the page through the site CMS.

### **About Chef Laudun**

Will display the bio on the chef as well as featured photo of Laudun.

Site administrator will be able to edit the page and photo through the CMS.

### **Testimonials**

Will display list of customers that have sent in photos of projects that they have had done, along with name of customer and optional description. Customers can fill out form to send their projects to be displayed on the site, each submission will have to be approved through the CMS by the admin before it will be displayed on the site.

Site administrator will be able to edit the page through the sites CMS.

### **Upcoming Events**

Will display a list of all the upcoming events, while automatically displaying from most recent upcoming to oldest. Each event will display title, short description, date and time, along with photo. The events will be pulled from the Sewell Appliance Facebook fan page.

Site administrator will be able to edit the page through the sites CMS.

### **Blog**

Will display the most recent blog post that can be organized and viewed by Sherpa articles, Recipes of the Week, Events, and sent Newsletters.

Site administrator will be able to add | edit | delete blog articles through the sites CMS.

### **Brands**

Will display the content that is on the current Brands page. Brands will display logo and name of company as well as link to the brand company's site that will be opened in a new window. Brands will automatically be organized alphabetically.

Site administrator will be able to edit the page through the CMS and add | edit | delete brands.

### **Service Request**

Page will display information on the services that Sewell offers and contact number for each of the product brands. Product service brands will automatically be organized alphabetically.

Site administrator will be able to edit the page through the CMS and add | edit | delete service brand information.

### **Directions**

Visitors will be able to see a Google map of the store locations as well as address and contact information for the store.

Site administrator will be able to edit the page through the sites CMS.

### **Contact**

Visitors will be able to complete a short inquiry form that will send to the email address(s) of your choice. Once completed it will take the user to a “thank you” page.

Site administrator will be able to edit the contact information on the page through the sites CMS.

### **Media**

Will display a blurb about the media page. Page will also display all the Sewell Appliance YouTube videos automatically along with the ability for visitors to be able to share the video on Facebook and Twitter. Visitors will be able to watch the videos directly from this page.

Site administrator will be able to edit the blurb on the page through the sites CMS.

## **Site Map**

Page will contain the full site map (updated automatically) for all main pages located on the site. This will improve your search engine ranking.