

Web Design Services Quote for:

Greater Ottawa Truckers Association (GOTA)



Prepared by:



Urban Block Media

Cassian Soltykevych

March 9, 2022



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Attn: Charlotte Lalonde

Dear Charlotte,

Please find below a pricing quote for the web design services required by GOTA.

Our goal is to create a simple and effective one page website to act as the primary point of online contact for the organization. The website will be set up in such a way to allow for easy updating and modification in the future. We will also provide ongoing hosting and maintenance services for the website.

We understand the need to adhere to financial limitations, and will work within them. Throughout the project, we will be in regular contact with the GOTA team to ensure that you are satisfied with the work being completed.

Equipping GOTA with a new website will go a long way to refining the organization's online presence and providing a one stop resource for all stakeholders.

We would be honoured to contribute to strengthening and modernizing the online presence for GOTA. Please review the attached and let me know if anything requires further clarification.

Sincerely,

Cassian Soltykevych

Owner and Marketing Manager

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Section 1.0 – Introduction

Urban Block Media (UBM) is a full-service web design, development and marketing consultancy agency made up of six programming, project management, and marketing experts ready to work on any project. Our team is here for you every step of the way.

Our core-business is providing high-quality website design, support, and maintenance. We adhere to strict standards throughout all of our work and support activities. The experience and skill of our professionals ensures methodological rigor, practicality, and objectivity in completing all consulting engagements.

We create all manner of websites: from sole proprietors to complex multinational sites, along with online stores. We use Content Management Systems (CMS) that allow you to easily manage your website content yourself. We also offer support and site maintenance for all projects.

We use the power of digital technologies like search engines, web advertising, social media, and email marketing to help your organizations grow its online presence and bring in more members and followers.

Section 2.0 Project Goals

The goals for this project will include the following:

1. Design and develop a new one page website. The website will include all relevant content provided by the client and will be designed to align with the general GOTA branding strategy.
2. Build the website with a responsive design to ensure that it renders correctly across all devices and screen sizes.
3. Optimize the website for search engines (SEO) to ensure that it appears prominently in search results. This will include incorporating meta descriptions and alt tags for all media files used across the site.
4. Ensure that the site has UX-friendly navigation and calls to action that are easy to understand.
5. Provide all quality assurance (QA) testing before and after site launch to ensure correct site functionality and to ensure all links are working as intended.
6. Provide the client with any necessary training and guidance in using the platform.



Section 3.0 – Budget and Fees

3.1 Preliminary Budget

We are providing estimated costs based on past work of a similar nature. If your project expands in scope, we will further discuss payment and billing to ensure both parties are aware of any extra charges moving forward.

Expenses will be billed directly to GOTA once approved, with any additional out of scope costs added as needed, also approved by the project team.

3.2 Site Development Costs

Design, development and testing of a new one page website	\$ 1,500
Website hosting and maintenance (one year)	\$ 500
Subtotal – Site Development	\$ 2,000

3.3 Site Out of Scope Costs

Ongoing web design services	\$ 80/hr
Subtotal	\$ -

Section 4.0 – Previous work

Here are some examples of previous websites of a similar nature that we have completed.

Name of the Client: TopLine Sales Compensation Solutions – toplinesalescomp.com	Project: Our team designed a new responsive website for the client with a focus on improving user experience and user interface design (UX/UI). The new web design features one-page scrolling with a lazy loading design and animations. We also enhanced site functionality by implementing contact forms as well as improved site security and performance.
Name of the Client: Maple land Immigration Services – mlis.ca	Project: We developed a simple yet effective new website. A custom modern design and site structure were created which allow for efficient navigation and organization of information. We implemented a responsive web design to ensure that the website functions correctly for mobile devices and tablets. Modern security features were also applied.

