



Web Proposal

March 10, 2010

Presented by:



www.consistentimage.com

12042 SE Sunnyside Road #497 • Portland, Oregon 97015

Tel: (503) 760-2727 • Fax: (503) 716-3867

Email: kelli@consistentimage.com



www.consistentimage.com

12042 SE Sunnyside Road #497 • Portland, Oregon 97015

Tel: (503) 760-2727 • Fax: (503) 760-2726

Email: kelli@consistentimage.com

WEB PROPOSAL

Project Description

- **Website Project** *(based on site map on page 2 or equivalent)*
 - We will provide a custom theme design that incorporates preferred colors, appropriate photos, marketing messages and important content areas like recent news and blog posts. Homepage will offer specific areas for latest news, search, user-friendly navigation.
 - Text for the pages will be either repurposed from the current site or provided by client in digital files to cut and paste from (ie: Word, etc).
 - Style sheets and include files will be utilized for consistency and efficiency, and ease of maintenance later.
 - Photos/artwork will be provided by client, and/or can be used from stock photo resources.
 - Photos, graphics and layout will be web-optimized for faster download.
 - Site will be tested and compatible on both Mac and PC, and in different web browser versions (including mobile browsers - iPhone).
 - The layout, site structure, content, metatags, alt tags and keyword placement will be optimized for accessibility, and optimized search engine and directory rank.
 - RSS feed and other social sharing opportunities for news feed, blog posts, and resources.
 - Comments form built-in as a way to increase interactivity on news/blog posts.
 - Forum included where people can post questions and get answers/feedback.
 - Comprehensive site-search feature included on every page.
 - Automated form letters similar to current site -- Record Request & Denial Appeal.
- **Content Management - WordPress**
 - Easily maintain the content via the WP admin area.
 - Add/Edit text content, upload photos, add links to other websites, upload and link to Pdf/Word, update news/events, embed videos, and more.
 - Secure, password-protected login to access your admin pages.
 - No extra software needed -- just a browser and an internet connection.
 - In-house training included.
- **Web Hosting & Email**
 - Set up third-party website hosting, database and email on a host that supports WordPress.
 - Web hosting costs are billed directly through the host and are not included in this estimate (\$9.95/month).

THANK YOU FOR THE OPPORTUNITY!



CONSISTENT IMAGE • WEB DESIGN

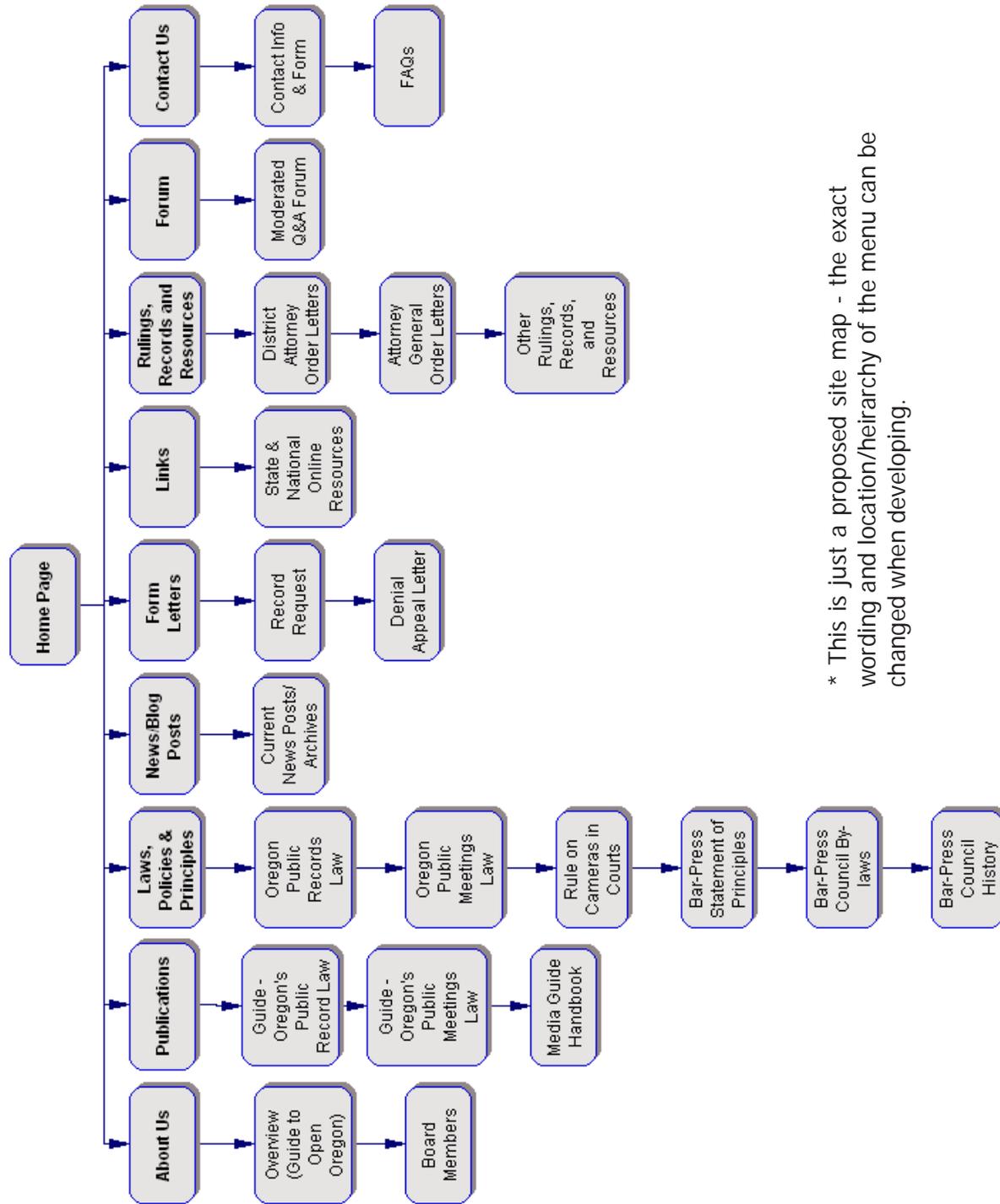
www.consistentimage.com

12042 SE Sunnyside Road #497 • Portland, Oregon 97015

Tel: (503) 760-2727 • Fax: (503) 760-2726

Email: kelli@consistentimage.com

PROPOSED SITE MAP



* This is just a proposed site map - the exact wording and location/heirarchy of the menu can be changed when developing.

THANK YOU FOR THE OPPORTUNITY!



CONSISTENT IMAGE • WEB DESIGN

www.consistentimage.com

12042 SE Sunnyside Road #497 • Portland, Oregon 97015

Tel: (503) 760-2727 • Fax: (503) 760-2726

Email: kelli@consistentimage.com

WEB PROPOSAL

NOT-TO-EXCEED COST ESTIMATE

Web Project: Custom theme design, site development,
content manager & training (57 hours x \$75/hr rate) \$ 4,275

BILLING & TIMELINE

- 1/3 down with signed estimate to initiate project.
- Initial homepage designs provided within 2 weeks of initiation and materials.
- Edits and approval of homepage. Subpage content provided in final format. Second 1/3 payment due.
- Site production, programming, content and graphics, testing, and edits within 3-4 weeks of homepage approval and payment, and after receiving all final content.
- Approval and final 1/3 payment due, delivery, upload, and content manager training.

PROJECT INITIATION

By my signature, I accept all details listed in this comprehensive proposal and agree to pay the amount estimated for web design and production costs. Costs will not exceed the amount quoted unless the project goes above and beyond the reasonable scope of the original estimate, in which case you will be notified for prior approval.

Signature

Date

To initiate your project, please send a signed copy of this agreement with the downpayment to Consistent Image Web Design at 12042 SE Sunnyside Road #497, Portland, OR 97015.

THINGS TO NOTE:

- *As long as a recognizable portion of the original design is being used at your domain, a small text hyperlink at the bottom of the page noting consistent image as the designer is required.*
- *Estimate is good for 120 days. After that period, we will review the proposal and make any adjustments to timeline and/or price quoted.*

THANK YOU FOR THE OPPORTUNITY!



CONSISTENT IMAGE • WEB DESIGN

www.consistentimage.com

12042 SE Sunnyside Road #497 • Portland, Oregon 97015

Tel: (503) 760-2727 • Fax: (503) 760-2726

Email: kelli@consistentimage.com

✓ CHECKLIST FOR BEGINNING PROJECT:

- A signed copy of the contract (faxed or mailed)
- Down payment (check or credit card)
- Photos/Graphics (digital photos, scanned files, or prints for us to scan)
- Styles/Branding (colors and fonts you typically use or prefer)
- A copy of your logo (digital file preferred)
- Domain Name - Login Details (admin account login information for your domain name)
- Google Account Login (used for site analytics and search engine optimization and tracking)
*if you don't have one, you can sign up for free at <https://www.google.com/accounts/NewAccount>

THANK YOU FOR THE OPPORTUNITY!



CONSISTENT IMAGE • WEB DESIGN

www.consistentimage.com

12042 SE Sunnyside Road #497 • Portland, Oregon 97015

Tel: (503) 760-2727 • Fax: (503) 760-2726

Email: kelli@consistentimage.com

CLIENT TESTIMONIALS

"Consistent Image Web Design created a website for us on a very short deadline that incorporated a shopping cart for a specific event. Kelli's design not only included everything we had asked for — but some fantastic extras that we had not even considered — all for the quoted price. The site reflects the personality of our agency and communicates our message in a way that our old site never did. I would recommend her highly."

- **Julie Piper Finley, Loaves & Fishes Centers (Meals on Wheels)**

"It was a pleasure to work with Kelli. The website looks great, functions perfectly, and the content management system is so easy to use and lets me keep our website management all in house. I would recommend Consistent Image to anyone who wants a great website!"

- **Danny Slifman, Creative Director, Oregon Partnership**

"Consistent Image Web Design is the easiest, most professional website company I've dealt with. They respond quickly, provide quality work and give suggestions to help better the end product. I would recommend Consistent Image to anyone looking for quality web work at an affordable price."

- **Marci Hosier, Marketing Manager, Oregon Culinary Institute**

"We needed a site that provided valuable information with a user-friendly interface. Consistent Image's creation and development exceeded our expectations."

- **Deanna Palm, Executive Director, Hillsboro Chamber of Commerce**

"After being on the job for 2 months, I was assigned the task to give our website a much needed face lift. I contacted 3 website design companies and interviewed them all. Consistent Image Web Design was the most proactive and professional, especially when it came to working with a non-profit organization. Kelli really stepped up and worked with us in planning our website so it would function the way we envisioned, and at the same time she worked within our budget. It was a pleasure for me and our staff to work with Kelli, her talent and creativity has provided us with exactly what we were looking for and more."

- **Krystle Nguyen, Communications Coordinator, Forest Heights HOA**

"Kelli's work with design elements, thorough attention to detail, and recommendations for cutting edge timeliness have put the Hillsboro School District Website on the map. The comments we receive from patrons and visitors says it all."

- **Betsy Biller, Asst. Superintendent, Hillsboro School District**

"Consistent Image's work captures the essence of what we wanted in the public's eye. In addition to her creativity and ability to understand our requests, Kelli, herself is a pleasure to work with, making our project flow easily."

- **Cyndi Levine, Race for the Cure**

"When the Air Show decided to update their website, Consistent Image was a key partner in helping to make that happen. Kelli's willingness to work through the challenges of developing a site from the ground up and her expertise in making it a user-friendly place was the big reason that the website received 2nd Place at the International Council of Air Show's Marketing awards banquet in 2006. Since this time she has continued to offer her support and expertise as the site has grown to meet the needs of its visitors."

- **Kasi Woidyla, Marketing Director, Oregon International Air Show**

"The website you have created for us is spectacular beyond my wildest dreams. I've got to tell you how delighted Saxony and I are with your work. Everyone else that I've shared it with is impressed as well. Thanks so much."

- **Denzil Scheller, Venetian Theatre & Bistro, Downtown Hillsboro**

"Consistent Image was the perfect fit for our organization. They are small enough to give us the high level of attention we needed and large enough to provide us with all the functionality a major client requires. We were able to achieve all of our goals set at the beginning of the project, within budget, and given the tools to help identify potential new growth areas. Thank you for all your hard work!"

- **Brian Farley, Komatsu Silicon America**

THANK YOU FOR THE OPPORTUNITY!



CONSISTENT IMAGE • WEB DESIGN

www.consistentimage.com

12042 SE Sunnyside Road #497 • Portland, Oregon 97015

Tel: (503) 760-2727 • Fax: (503) 760-2726

Email: kelli@consistentimage.com

CLIENT LIST & PORTFOLIO

Please visit our online portfolio to see many working examples of sites we've designed.

<http://www.consistentimage.com/portfolio.htm>

- Allied Products LLC
- American Counseling and Training (ACT-EAP)
- Artistic Auto Body Collision Repair
- Bambu LLC
- Bank of America Financial Center
- BEC - Business Education Compact
- Besaws Restaurant
- Bienestar (Housing Development Corporation)
- BOMA - Building Owners & Managers Assoc.
- Brian Sussman ClimateGate Book Author
- Burnside Capital Management
- CAI Channel Islands Chapter
- CAI Oregon Chapter
- Candlelighters - For Children with Cancer
- Career-Related Learning Standards
- Carta Nova Consulting
- Chris Moore Communications
- City of Hillsboro - Vision 2020
- Col-Tab, Inc.
- Columbia Signs
- Curves Fitness Centers
- David Hill Elementary School
- Dental Golf Association of Oregon
- East Side Plating
- Emily's Esthetics
- Enderle Group
- Engineered Machinery Inc. (EMI)
- First Baptist Church of Aloha
- Fitness Shops NW
- Focus Point Consulting
- Forest Heights Home Owners Assoc.
- Garland Griffiths - Attorneys at Law
- Gift of Touch
- Gladstone Veterinary Clinic
- Gravity Resources
- Great Games for Golf
- Go Fish Costa Rica
- Hare Field Project
- High-Definition-TV.com
- Hillsboro Chamber of Commerce
- Hillsboro School District*
- Hoppy Sales and Marketing Services
- Household Bank
- Ideation West
- IdentiMed
- Infusion Marketing Communications
- IntelliCAD
- Intel
- In Touch Physical Therapy
- Kol Shalom
- Komatsu Silicon America
- Komatsu TriLink Ltd.
- Komen Foundation - Portland Affiliate
- Lincoln County School District
- Loaves & Fishes Centers (Meals on Wheels)
- Made in Oregon
- MediAmerica
- MEP-SYS
- Metro League
- Model Nominating Convention
- Naegeli Trial Technologies
- Netropole
- New Views for Leadership
- Northwest District of the Lutheran Church
- OCATE, Oregon University System
- OCIABC
- Olivia's Wish Foundation
- Orchard Bank
- Oregon Air Show
- Oregon Culinary Institute
- Oregon Newspapers Association
- Pacific Lumber Exporters Association
- Pearl Church
- PED Doncasters
- Pioneer Pacific College
- PIL - Portland Interscholastic League
- Portland Communicator's Conference
- Portland Corporate Games
- Portland State University
- PSBO.net
- Quiet Waters Outreach
- Race for the Cure
- Reel Monster
- Revolution Publishing
- SawChain, Carlton Co.
- Sentry Supermarkets
- Sisters of St. Mary's of Oregon
- Softwood Export Council
- Sports-4-U
- Specht Properties
- Speedshot Racing
- Split Bamboo Rods
- Sun Valley River Co.
- Sundown Cedar Homes
- Supreme Perlite
- Systems Application Engineering (SAE)
- Tebo's Restaurant
- Terrace Tower U.S.A.
- The Harbour Church
- Tom Newton Consulting
- Tualatin Valley Television TVTV
- Venetian Theatre & Bistro - Downtown Hillsboro
- Wave Metrics
- Western Wood Products Association
- West Coast Lumber Inspection Bureau
- WedWebs.com
- White House Collection
- Whole Brain Creative
- Zupancic for U.S. Congress 2004
- 4-H Tech Wizards

THANK YOU FOR THE OPPORTUNITY!