

Presented to you by / Purple Information Technologies
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Corporate Website Design Proposal:

The task of a corporate website is to properly present information about a company, its services, and products. This type of website will improve image, visibility, and communication between users and the company.

PROJECT COST: 15,000 EGP, divided as follows:

- Down payment: 3,000 EGP (Initial designs in PDF format)
- Mid-Project Payment: 6,000 (upon approval of the initial design & start of actual implementation)
- Delivery Payment: 6,000 (after completion and handover of the entire website)

PROJECT DURATION:

From 7 to 14 days as a maximum (after approval of the initial designs of the site).

PORTFOLIO:

You can review our previous work experience here:

<https://wadipurple.com/work/>

Website Design

- Custom and unique design to better serve the purpose and identity of the website.
- Full design compatibility with display on different screens of computers, tablets and smartphones.
- Designing a **multi-page website** (with the ability to edit texts and data from dashboard).
- Contact form with visitors to receive customer questions and inquiries.
- Add an integrated gallery of photos and videos with professional presentation.
- **Unlimited revisions** until we get the website design exactly as requested.
- An integrated, easy and fast control panel to manage your website and blog smoothly.
- **Multi-language website** design (for example; Arabic and English).

Web Hosting & Domain (First Year Included)

- Cloud hosting with unlimited space and unlimited monthly traffic.
- Unlimited number of email accounts @yourwebsite.com.
- cPanel control panel to manage the hosting account with ease.
- Support Certificate SSL security certificate for HTTPS protocol
- Daily backup of site data (with backups kept for 30 days retention points)
- Real technical support around the clock with a guarantee that the site will work.

Blog & News:

- Integration of a quick search system on the site for easy access to pages.
- Adding the classification of articles through sections.
- Easily post articles in the selected section and auto share on social media.
- Integration and email marketing.
- Send an automatic welcome message.

Technical Support & Follow up:

- Periodic update of website files.
- Maintaining the best site speed and performance.
- Daily backup of site data with various retention points.
- Continuous monitoring of the site (Uptime monitoring).
- Content updates and modifications support.

Marketing & Advertising:

- Track site visitor data using integration with the Google Analytics add-on.
- Displaying statistics and analyzing site visitors.
- Integration with Facebook Pixel to better manage your ad campaigns.
- Integration of interactive Google Maps maps.
- Linking and integrating the website with social media channels.

Search Engine Optimization:

- Titles, content, meta, description, and internal linking adjustments.
- Configure the site loading speed to maintain a superior user experience.
- Add periodic reports to search results with integration with Google Console.
- Targeting niche long-tail keywords for optimal optimization.
- Create a sitemap.
- Initialize .Htaccess and txt.Robots files.
- Design and configuration of page 404.

Live Chat:

- Add the possibility of instant chat with site visitors.
- Monitoring of website visitors and complete traffic reports.
- Linking to a mobile application to respond directly to visitors' inquiries.
- The possibility of adding a message that appears automatically for the visitor.
- Integrating with Messenger or WhatsApp live chatting.

Coding & System:

- Website design through the WordPress system, the latest version.
- A unique design built & designed specifically for your website.
- An integrated WordPress dashboard to manage your website.
- Creating a dynamic website based on PHP and MySQL databases.
- The site is powered by HTML5, JS and CSS3.

Framework & Project stages:

Timetable for the project:

We know that you are excited to get your final product (your website), and we certainly don't want you to wait for long periods before your website design is finished. Therefore, we promise that we will work on the agreed date and will continue to work until you are completely satisfied with the result.

The stages of our project will be divided into two phases: 1. Designing an initial concept with multiple proofs until we agree on the front end design. 2. Programming and developing the agreed design in the form of pages for a fully functional website.

The total process may take up to 14 days to develop your website. We will keep you updated on the progress we are making on programming and developing your website. We will share our work with you and will always be available to answer any questions you may have during the development and design of the website.

Amendments & Final Review:

You must provide a list of all required updates and changes for each revision. We offer you unlimited revisions until you are completely satisfied with the results of your website. Be careful to mention any required modifications or changes in order to get the best result.

You will need to provide clear instructions for each revision as to what modifications, changes or updates you want us to make. Most importantly, you will need to provide a list of required changes either in writing, spoken, video or videotaped.

Completion & post-delivery services:

Approval of the final version of your website design means that your site is ready for delivery. Once it is delivered, our task is over and the site is yours, and accordingly you have to complete the second and final financial payment after handing over the site.

We will be available [for a period of 60 days] after the delivery of the site to provide you with full technical support regarding the website and how to deal with the control panel, we will also be available throughout this period to correct any errors or potential deficiencies.

After the [60-day free support] period ends, you can take advantage of our technical support packages if you need any future assistance at any time at a very reasonable cost. Our maintenance service will give you peace of mind when it comes to site changes, adding data, optimizing for search engines or code updates.

Intellectual Property:

After completing the programming and design of your website, you will own it completely, including the software used, the original codes, and the website files. We will deliver working files in full, and you will be responsible for saving or reusing them at your own risk.

You also guarantee that you have the legal right to all the elements used on the site, including texts, images, and anything else that you provide to us or request to be added to the site.

You also guarantee that you will not hold us responsible for any claims or compensation resulting from the content of the site from third parties, as our mission ends Design and delivery of the site.