

Sillysmart Group

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Fort Lauderdale, FL 33308

954.383.5610

www.sillysmart.com

By His Grace Construction

Proposal 2/19/2008

Project Design and Architecture

By His Grace Construction is in need of an effective Internet-based presence with which to promote and develop business. The requirements for this project call for a new brand identity that reflects the beliefs and practices of the business, and an Internet-based application (i.e. website) with which to meet the goals of:

- Increased brand awareness.
- Increased service and product awareness.
- Increased sales/project acquisition.

To this end, Sillysmart Group will create a complete brand identity for By His Grace Construction that will be immediately recognizable and unique, as well as develop an Internet application that will meet each of the above goals.

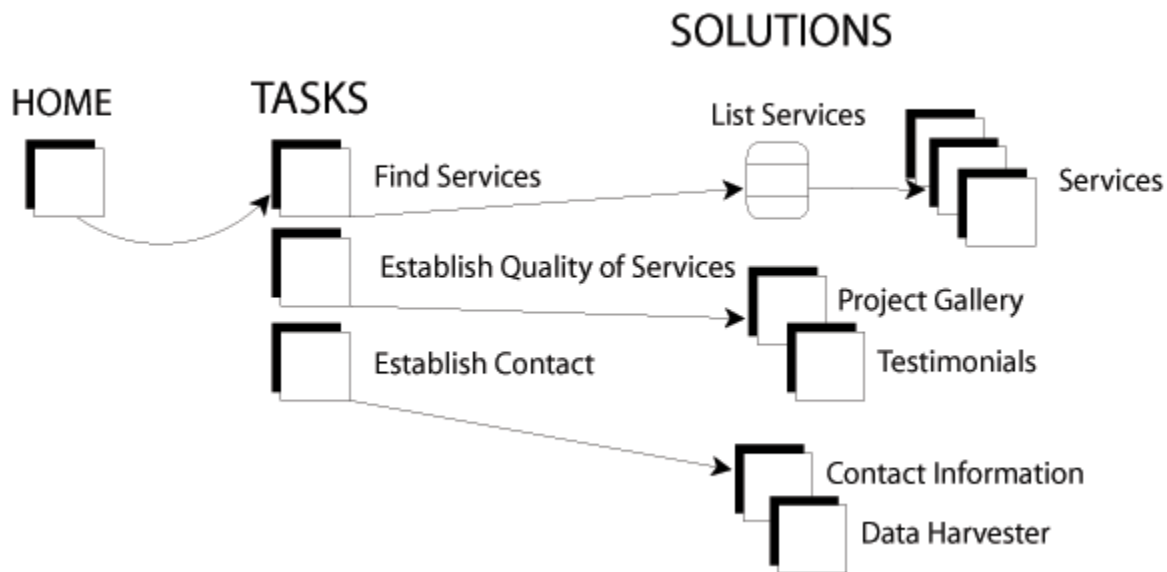
The brand identity will (initially) be limited to the creation of an approved logo and logotype. This logo will be developed with the company's goals and practices in mind, and once approved will be used throughout all marketing materials created for By His Grace Construction. Subsequent efforts beyond the scope of this proposal, but intended for future development, include advertisement development and marketing materials, stationary (including letterhead and envelopes), business cards, vehicular signage, and any branded materials required for the immediate recognition of By His Grace Construction.

The Internet application will be developed as an extension to By His Grace Construction's marketing efforts, and will serve to educate and inform potential customers of services and products offered. Additionally, it will provide an avenue for By His Grace Construction to acquire leads and potential new business and projects. It will serve to perpetuate the perception of By His Grace Construction as a company of integrity, quality, and efficiency and to emphasize the quality of service provided.

Sillysmart concentrates on usability and user-experience (UXP) when developing an Information Architecture (IA) for the development of an effective Internet application. To

this end, a proper approach to such an effort is called a Task-Oriented Interface, where the user's goals are broken down into tasks, which are then resolved by the Internet application. This innovative approach differs from the usual Location-Based Interface by providing solutions to the end-user, rather than forcing a user to search in various locations to accomplish their goals.

The following diagram has been developed to reflect the proposed architecture of the Internet application.



This IA (Information Architecture) has been developed to determine a basic task/ solution-based layer of functionality. As determined by the IA, the following views (i.e. pages) will be developed:

- **Services.** The Services view will be a brief outline of the variety of services offered by By His Grace Construction. This view will have further sub-views, one for each service or product offered. This proposal assumes 5 services, with a sliding scale in terms of time required to develop additional views per service added (or removed).
- **Project Gallery.** The Project Gallery view will show photographs of previously completed projects, increasing awareness of both the quality and effectiveness of the services offered.
- **Testimonials.** Personal testimonials to the quality and effectiveness of services are very effective in reinforcing the perception of high quality. Testimonials will also augment the "personal" qualities of the company, increasing the perception of personal ownership of a project by the company.
- **Contact Information.** The Contact view is critical to increasing project acquisition through the Internet application. This view will be the primary (Active) form of lead development through the Internet application.
- **Data Harvester (Form).** The Data Harvester view will be a form used to harvest information from visitors to the web application. Providing a form view as a contact

method has proven effective when reaching potential customers that, for some reason, don't wish an immediate contact but would like future contact. This form, therefore, is considered the secondary (Passive) form of lead development through the Internet Application.

Project Prerequisites/Materials

The project will need the following prerequisites/materials to complete.

- **IPP/Hosting Service.** An IPP (Internet Presence Provider – commonly called a “web host”) will have to be contracted. Sillysmart recommends Dreamhost (<http://www.dreamhost.com>) for this service. Dreamhost has consistently provided a high level of quality for a very reasonable cost, and is unparalleled in terms of features and service. Dreamhost is also a familiar environment to Sillysmart, which will reduce overall costs by eliminating IPP adaptation time and reducing IPP setup costs.
- **Domain Name (byhisgraceconstruction.com).** A critical aspect of any Internet effort, having the correct domain name can make the difference between effective marketing and never showing up in a search engine. Sillysmart has been proactive and already acquired this domain name to prevent acquisition by a competitor. If By His Grace Construction chooses to accept this proposal, the domain name will be provided at no additional charge.
- **Unique IP Address.** Having a unique IP address is by no means absolutely necessary, but it is highly recommended. It is an inexpensive service (Dreamhost offers the service for \$49USD/year) that will give the Internet application a unique internet address. This address will ensure that it is reviewed as a unique presence on the Internet and will appear in search engines unfettered by association with other websites (a problem inherent in shared IP addresses.)
- **Content Development.** Nobody knows their industry better than the client, and so content development will be the responsibility of By His Grace Construction. Sillysmart will develop “stubs”, into which content provided by By His Grace Construction and optimized for search engine performance will be integrated.

Value-Added Services

Sillysmart is confident in its ability to develop this project for By His Grace Construction and reach all required goals effectively. Value-added services that are provided at no additional cost include:

- **On-site Search Engine Optimization (SEO).** Search engines are the primary source for incoming traffic in today's Internet. Internet application developed by Sillysmart receive on-site optimization throughout the development process, ensuring that back-end code is as optimized as content and that the application is eminently visible to search engines. Initial submittal to the major search engines (Google, MSN Search, and Yahoo! Search) is also included. Additional SEM (Search Engine Marketing) services are available, including PPC (Pay-Per-Click) advertising campaigns and email marketing efforts.
- **Site Performance Optimization.** Every Internet application developed and deployed by Sillysmart receives a thorough optimization for speed and performance. Sillysmart's focus on User Experience emphasizes the need for fast, efficient delivery of each view.
- **Traffic Reports and Monitoring.** Site traffic will be monitored and recorded 24/7 to maximize visibility and indicate areas that require improvement. Reporting and monitoring is done through Google Analytics (based on the Enterprise-level Urchin Analytics) to ensure the deepest level of traffic performance monitoring. Additional commercially available monitoring solutions are also available (as a cross-reference) for integration.

Thank You

Sillysmart will schedule this project immediately upon acceptance of the proposal, and will provide an accurate timeline of Milestones based on resource availability. Sillysmart will adhere to this schedule as closely as possible, and By His Grace Construction will be notified of any adjustments or deviations.

Thank you for taking the time to review our proposal and estimate. We very much hope to earn your business and look forward to working with you to meet your goals. If you have any questions about any part or aspect of this proposal, please don't hesitate to contact us at 954-383-5610.

Estimate for Project 106

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Task	Hrs	Cost/Hr	Total
Logo Design/Development	6	\$80	\$480
Information Architecture/Planning	2	\$80	\$160
Interface Design/Development	8	\$80	\$640
Application Development	8	\$80	\$640
Deployment/QA/Testing	2	\$80	\$160
Total	26	\$80	\$2080

Total Estimated Project Cost: \$2080
Amount Due Now (35% Deposit): \$728

Note: Deposit due before initiation of project. Please make cheques payable to Sillysmart Group. Thank you for your business!