

Tuesday, February 19, 2008

Stephanie Hoffman
Women's Council of REALTORS

Dear Stephanie,

Online Connexions is a full service web site design firm specializing in defining and developing your company's web identity. We partner with you to create a graphic and interactive presence, and put it to work on the Internet. We get to know your company and your project and look at the big picture. Then, we use our web site design skills to help project a positive company image.

For many people, the first impression of your company will be made through contact with your web site. Having a positive approach to your web site design, will lead to positive results.

Since your web site's design and organization is essential to creating your visitors' experience and impression of you, we will create a look and feel for your site that matches your organization's goals and target audience.

Our commitment to our clients extends beyond the list of our services to our active partnering with them in creating positive growth for their companies. Every client is unique, and at Online Connexions, our understanding of each and every one of our clients and their needs is vital to our approach to their unique challenges. Quality is something we take extremely seriously. It is after all what makes us who we are.

I have no doubt that we have the experience and the expertise to do this project right and create a website that not only looks great and functions well, but goes beyond your expectations.

The Objective:

The goal of this project is to create a new, easy to use and easy to manage website for your organization. This will include the ability to edit pages and add photos and add members to your member list. The idea is to give you as much control as possible over your website. This will minimize the costs for maintaining it and allow you to make changes quickly.

The Design Process

The design process will begin with us presenting a website sample. This will be displayed for your viewing and comments. Your feedback will determine what changes and improvements can be made to take the site design and navigation exactly where we want it to go.

The Sections of the Website:

The website will consist of the following pages/sections:

Home Page – This welcome and overview page will introduce the visitor to your organization with a few general paragraphs and possibly lead-ins from some of the other sections of the site. Plenty of

good, keyword-rich text describing what the site is about will help major search engines index your new website thoroughly.

Administration Section – Pages, photos and the member list can be easily managed in this password-protected area.

Search Engines – We will construct the website using proper page design and good keywords in the text of each page to allow it to be located and indexed by search engines as effectively as possible.

Website Hosting – This site will function best on a server that is not shared with hundreds of other clients. Because Online Connexions maintains its own server network, we can provide whatever hosting services are needed to properly maintain your web site. We limit the amount of sites per server so that our clients' websites will load quickly and always be available and functional. We are constantly monitoring our servers for proper performance. We do not host any adult websites and do not host resource heavy services such as streaming media where they will affect the performance of our other clients' sites.

Administration Training:

Once the site is completed, we will meet with you and walk you through the administration of the site. Since everything will be designed to be as user-friendly as possible, this can be accomplished quickly and easily. We will, of course continue to be available by phone and by email for continued questions and support.

Price For Services/Terms:

Complete site design/development:	\$1200.00
Premium Web hosting account	\$150.00/year
Domain Name Registration or Renewal	\$19.00/year

We ask for 50% of the development price as a down payment to begin work, with the balance being due upon completion of the project.

Estimated development time is 3-6 weeks, depending on receipt of any necessary text or graphic information for the site and approval of the design layout ideas.

On behalf of Online Connexions, Inc., I would like to thank you for the opportunity to submit this proposal. I am confident that we have the experience to help you accomplish your goals with this project.

If you are in need of any additional information, please contact me at either 810-233-3427 or via E-Mail, dan@olcx.com.

Sincerely,

Dan Morris
Vice President,
Online Connexions, Inc.