

Website Proposal



Project Proposal for RivCo

Thank you for considering me for this project. I appreciate the clear details you provided, and I'm confident I can deliver a website that reflects RivCo's brand, communicates its services effectively, and provides an excellent user experience

While you mentioned **Wix Studio** as the suggested platform, I'd like to recommend **WordPress** as a more flexible and scalable solution. Wix is a solid platform for quick sites, but it comes with important limitations: customization is restricted to the options their system allows, advanced features often require additional paid apps, and over time the costs can increase significantly. Most importantly, once a site is built in Wix, you are locked into their platform, meaning you cannot easily migrate your content or host elsewhere if your needs change.



On the other hand, WordPress offers full ownership of your website, complete control over design and functionality, and the freedom to choose your own hosting. It also provides stronger tools for SEO, better performance optimization, and unlimited potential to expand features as RivCo grows. This ensures that your investment remains cost-effective in the long run, without being tied to the limitations of a closed service.



Project Scope / Website Structure

The proposed website for RivCo will be a **fully customized solution** rather than a standard template. This means every detail can be adapted to RivCo's specific needs from design to functionality. With a flexible platform, it's possible to implement custom features using PHP, JavaScript, and other technologies, ensuring the site meets any unique requirements without limitations.

The website will be structured around the following core sections:

- **Home** – A modern, engaging page that highlights RivCo's brand and services clearly, with clear calls-to-action (CTAs) strategically placed to guide visitors toward key actions such as contacting the company or exploring services.
- **Services** – A clear breakdown of the company's offerings, with space for detailed descriptions and visuals.
- **About Us / Team** – A section to introduce RivCo's history, values, and team members, helping to build trust with visitors.
- **Contact Us** – A user-friendly contact form routed to the company email, with Google reCAPTCHA to prevent spam.
- **Location** – Integrated with Google Maps for easy navigation.
- **Careers** – A space to highlight job opportunities and attract talent.
- **FAQ** – Answers to common questions, improving user experience and reducing support inquiries.
- **Google Reviews Integration** – The website can be synced with **Google Business Profile** so RivCo's customer reviews appear directly on the site, boosting credibility and local SEO visibility.



In addition to these sections, the website will be designed for:

- **Responsive Design** – A fully mobile-friendly and desktop-optimized experience, ensuring the site looks and performs perfectly across all devices and screen sizes.
- **Speed & Performance** – Optimized code, images, and caching to ensure fast loading times across all devices. A fast site improves user experience and is also favored by Google for stronger SEO results.
- **SEO Readiness** – The website will be structured to meet SEO best practices, including optimized page titles, meta descriptions, clean URL structure, and proper indexing with Google. This foundation ensures RivCo is discoverable in search engines and positioned for future SEO growth.
- **Security** – Multiple layers of protection, including SSL encryption, Google reCAPTCHA, hidden and restricted WordPress admin access, daily backups, server-level firewall and malware scans, and regular updates of WordPress core, plugins, and themes.
- **Hosting Recommendation** – I recommend **WP Engine**, a premium WordPress hosting provider that offers exceptional performance, daily backups, advanced security, and automated spam/malware scans. WP Engine also includes three environments (Development, Staging, and Live) for safe updates, testing, and scalability.



Process



Planning and Strategy

Understand the range of devices (mobile, tablet, desktop) that the target audience commonly uses. Decide how content should be prioritized and rearranged on different screen sizes.



Design

Create flexible grid layouts that can adapt to different screen sizes. Design flexible images and media (like videos) that resize within the grid



Content Adaptation

Make text easy to read on all devices, with mobile-friendly menus and buttons that are simple to tap.





Development

Development phase, where custom code is implemented to build the website according to the project requirements..



Testing

Perform thorough testing on various devices and screen sizes. Test touch interaction on mobile devices. Check cross-browser compatibility to ensure consistent behavior across different web browsers.



Optimization

Optimize images and media for faster load times, especially for mobile users. Consider lazy loading for images and content that are not immediately visible. Optimize CSS and JavaScript for performance.



Timeline

Planning and Strategy

This initial phase is about laying the groundwork for the project. It involves understanding the client's business goals, target audience, and competitive landscape.



The timeline outlined above is an estimate. Each phase may take less or more time depending on the specific requirements and level of customization needed for the project.

Upon completion of your website, we offer a two-week grace period for any changes or adjustments you might need. This ensures your utmost satisfaction with the final product. Please note, any updates requested after this two-week period will be subject to additional charges.

Recommendations (Design, UX, Functionality)

- **Clear CTAs on every page** – “Request a Quote,” “Contact RivCo,” “View Location.”
- **Google Reviews Showcase** – Pull reviews from Google Business Profile to boost credibility & local SEO.
- **Navigation built for speed** – Simple top nav + footer links; sticky header on mobile.
- **Performance-first build** – Image compression, lazy loading, caching, critical CSS, CDN-ready.
- **Accessibility** – Color contrast, keyboard navigation, alt text, readable type scale.
- **SEO foundations** – Clean URL structure, titles/descriptions, XML sitemap, schema for Organization/LocalBusiness.
- **Analytics & Insights** – GA4 + Search Console + privacy-friendly cookie banner.
- **Secure forms** – reCAPTCHA, server-side validation, success/fail states, email deliverability (SPF/DKIM).
- **Scalability & SEO Growth** – The site will be structured to easily add new sections such as a blog or resources hub. A blog is highly recommended as it supports ongoing SEO, helps RivCo rank for industry-specific keywords, and positions the company as a trusted authority in its field.
- **Hosting** – WP Engine for speed, daily backups, security, and Dev/Staging/Live environments.



Materials & Access Needed to Start

- **Brand Assets:** logo (SVG/PNG), color palette, fonts or licenses.
- **Content:** page copy (Home, Services, About/Team, Contact, Careers, FAQ), images/photos, plant address.
- **Accounts & Access:** domain registrar, WP Engine (or chosen host), Google Business Profile, GA4 & Search Console.
- **Contacts & Routing:** destination emails for forms, hiring inbox for Careers, social links.
- **Legal & Compliance:** privacy policy, terms (if available), cookie preferences.
- **References (optional):** 2–3 example sites you like for style/direction.



Proposal

- Custom Design Website
- Develop The Website
- Responsive Design
- Google Friendly
- Set up Google Analytics
- Contact Form
- Social Media Integration
- Optimization
- Basic SEO
- Security Setup
- Sitemap & Indexing

Website Price:
One payment of
\$3,400



Ongoing Maintenance (Optional)

After launch, I can continue supporting RivCo to keep the website secure, fast, and up to date.

Maintenance Plan – \$250/month

Includes:

- Monitoring site performance and security
- Regular updates (WordPress core, plugins, themes)
- Daily backups check
- Minor content edits or adjustments (text, images, CTAs)



Additional Work

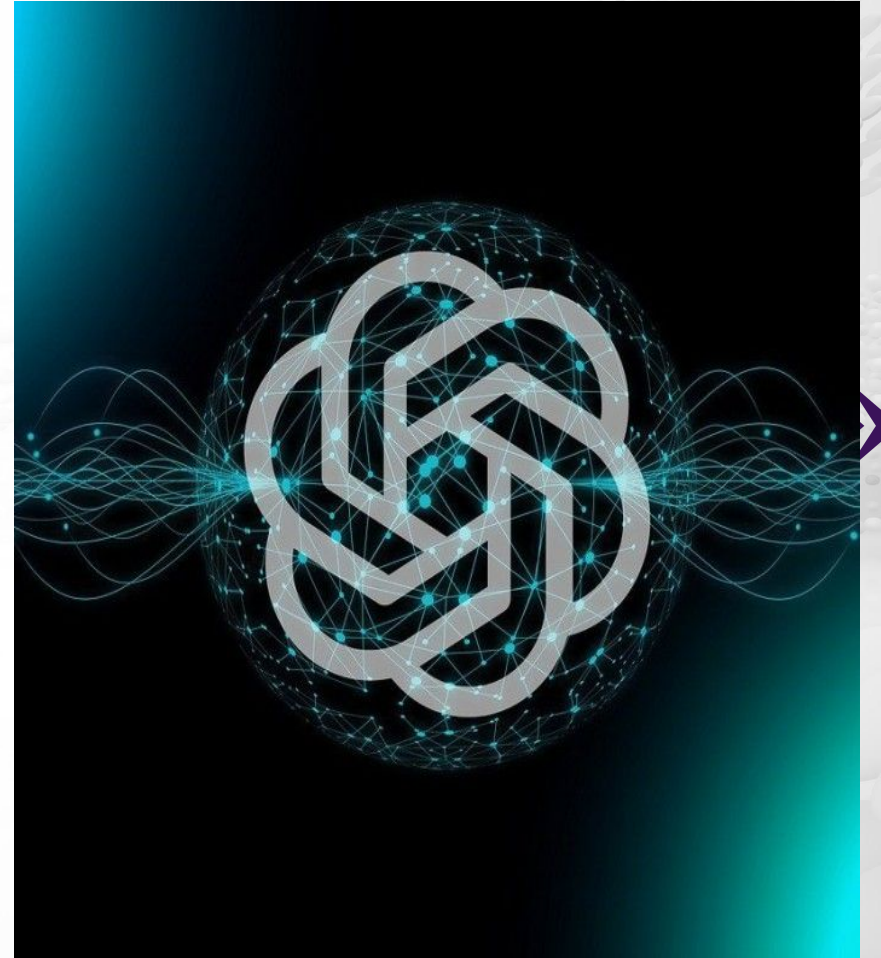
If RivCo needs a **new page, subdomain site, or development of new features**, these would be discussed and quoted separately.



Additional Service

1 - **Chatbot:** can be integrated into the website to enable real-time interactions with customers. This feature allows you to receive and respond to messages directly, enhancing customer service. Please note, adding a chatbot involves an additional cost.

2 - **Automatization:** When you publish a post on your website, a **post will automatically** be created on Instagram, Facebook, LinkedIn, and Google My Business.

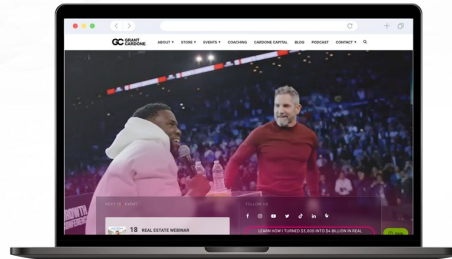


Projects

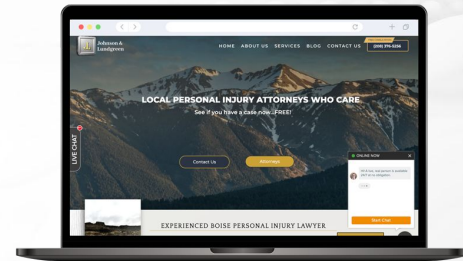
Focused on delivering effective solutions, building strong partnerships, and achieving results that drive client success.



10xbusinesscoach.com



grantcardone.com



johnsonandlundgreen.com



Thank you

M K T G P L A N