C/O

Pnina Karl

Nadlan Netanya

Project: Website Design and Digital Marketing Campaign

27/04/2018

**Proposal**

Multilingual website design based on a premium template (English, Hebrew, French) – Short-term rentals and AIRBNB integration (depending on chosen template properties).

|  |  |  |
| --- | --- | --- |
| **#** | **Description** | **Cost (₪)** |
| A | Project characterization Assessing client needs; website frame mockup; choosing suitable template. |  |
| B | Development server allocation |
| C | Website design and development according to chosen template (English)* Pages: Homepage, about, neighborhoods, projects, investment properties, properties for sale, properties for rent, contact us.
* Lead accumulation form (direct delivery to predefined emails).
* WordPress-based system installation for dynamic website control (open source).
 |
| D | System tutorialSystem tutorial via screen-sharing – up to 4 hours. |
| E | Professional data entry for main pages only – up to 5 hoursWebsite content entry, including image optimization. |
| F | Mobile adaptationAdaptation to responsive mobile version. |
| G | Technological groundwork for Hebrew version |
| H | SEO optimizationMeta tags and search engine optimization tools; linking to Google Analytics, Google Webmaster Tools and Google Insights. |

**Notes**

* Optional 3D video embedding for individual property pages – requires external system/video software. Triple technology will enable embedding.
* This proposal does not include commercial content writing.
* The client hereby guarantees to collaborate with Triple throughout the process, in a timely manner, and allocate one content person from which Triple will receive instructions and with which Triple will communicate throughout the project.

**Signature + Company stamp: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Website maintenance and hosting contract – the company may opt for option A alone, but it is not recommended**

|  |  |  |
| --- | --- | --- |
| **#** | **Description** | **Monthly fee (₪)** |
| A | Website hostingWebsite hosting and maintenance. |  |
| B | Standard annual support contract:* Email technical support, Sun-Thu.
* Triple will do its best to ensure high availability (uptime); in the event of an error resulting from a downed server, utmost efforts will be made to repair it quickly.
* WordPress updates.
 |  |

**Ordering both A and B upon signing will warrant a 15% discount off the total cost. Price after discount 1₪ per month.**

|  |  |  |
| --- | --- | --- |
| **#** | **Description** | **Monthly fee (₪)** |
| B | Ongoing campaign management – Facebook/Google:* Personal senior project manager.
* Advertising budget management for Google/Facebook social media platforms.
* Predetermined campaign budget, paid directly by client to Google/Facebook.
* Credit card payment.
* Ongoing campaign optimization for ROI improvement.
* Helpdesk.
* Ongoing budget management.
* Campaign performance reports.
 | Client-allocated budget + 1₪ Triple professional services fee |

 **Recommended budget for direct Google advertising -** 1₪

**Proposal cost summary:**

**One-Time Charges**

Website building (three languages) - 1₪

**Monthly Charges**

**Website maintenance** – one of 2 options (12-month payments):

* Basic web hosting (no maintenance - 1₪
* Hosting + Maintenance and updates + support - 1₪

**Digital advertising**:

* Triple professional services fee – campaign management - 1₪, 4-month commitment
* Advertising budget paid directly to Google - 1₪ (client will determine the budget)

**Special offer for complete service package**:

* Logo design – free of charge
* Commercial content for main website pages – free of charge

**Signature + Company stamp: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Payment**

All fees in this proposal do not include VAT.

**Website building** – payment options (choose one):

* Option 1: infrastructure, 50% upon order, 50% upon website launch
* Option 2: infrastructure 3 payments in advance (consecutive months)

**Digital marketing** – payment options:

* Advance payment, 12-month commitment period (up to 12 payments in post-dated checks, first payment will include full VAT fees)

|  |
| --- |
|  |
|  |
|  |  |  |  |
|  |  |  |  |