# Website Design Proposal

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| Chuck Rogers  Account Manager  Malarkey Designs  3256 Beverly Blvd.  Los Angeles, CA 90039 |  | Jesus Munoz  48920 Washington Ave.  Los Angeles, CA 92303 |

December 12, 2012

Dear Mr. Munoz,

Thank you for your interest in Malarkey Designs. After our talk on the phone the other day, I have put together this proposal for your website design. Please look over the proposal and let me know if you have any questions, i.e anything you wish to have added to or removed from the website. Attached to this document is our standard contract for you to sign once we have come to an agreement.

Thank you,

Chuck Rogers

# Proposal for Jesus Munoz’s Website

## Overview

The website will serve as Mr. Munoz's business and fan website for his music. It will incorporate his social media pages, a store selling merchandise, an area to download his music, a blog, and a fan forum. Furthermore, it will have behind-the-scenes photos, tour dates, and an area for people to contact him. There will be another page with a direct link for engaging people to hire him for concerts, advertising music, film music, and other engagements.

## Solutions, Scope of Work, and Deliverables

First, the team will research the music field, especially in Mr. Munoz's genre, to get a feel for the competition pages. Additionally, they will look at what he already has online. There will also be research into the target audience to see what pages they respond to best. Next, the team will create a strategic plan that will capitalize on this market and make it easy for them to find the site and navigate once on it. The team will also work on a logical flow of the site. Then, the website design and graphics production will begin. Finally, it will be programmed, assessed for quality, and launched.

## Hosting and Maintenance

You can choose to host your site with us, or you can use a hosting service of your choice. It is to your benefit to engage us for periodic maintenance to keep your website up to date and enhanced with the latest website technology.

## Preliminary Design

As per a discussion with Mr. Munoz, I have attached a preliminary sketch of the website design. It will include a home page, a biography page, a tour schedule page, a merchandise page, a behind the scenes blog and photo page, full integration with social media, and a fan forum.

## Fees

Full Design and Coding of the Site: $10,000