

# simple edge

WEB  
PRINT  
DESIGN  
MARKETING  
CONSULTING

**Bernicky Law Firm**

Attn: James Bernicky

6/19/14

**Primary Conact**

Zakery Kates

Naperville, IL

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## About Simple Edge

Simple Edge Inc. is a company founded by Zakery Kates to provide high quality marketing and web services to small and mid-sized businesses. In 2010, Simple Edge acquired Eberle Marketing Solutions, a Naperville marketing firm, expanding on our customer base.

Our specialization in small and mid-sized business marketing allows us to focus our talent and strategy in a way that our clients can compete with larger companies on a local level.

In May of 2014, Simple Edge was honored at the Small Business of the Year Awards in the Category of Young Entrepreneur.



## Mission Statement

We're dedicated to the success of small businesses through the use of technological tools to connect and captivate. We exist to provide small business's with technology solutions to market their business. We focus on how the web simplifies marketing and creates a strong customer connection. We express our dedication to the success of your business by only offering the most effective solutions to your current marketing problems.

## Proposal - Custom Wordpress Web Development

Simple Edge Inc. proposes to deliver a functional website to Bernicky Law Firm that will enable them to update their website cost-effectively. The purpose of this site will be to communicate a more clear brand style and to give Bernicky Law Firm the ability to update their site and blog/news section.

## Important Features:

- New Fresh Design Concept
- Blogging Capabilities
- Basic Search Engine Optimization
- The focus will be on a website that enhances the Bernicky Law Firm's Brand
- Website will not use any flash, the website needs to work well on PC, Macs and mobile devices (including Apple products which don't accept flash)
- Cross platform support (IE8 and later) and browser galleries with lightboxes
- jQuery Home Page Slider



## New Website Technology

Based on the needs of Bernicky Law Firm, Simple Edge suggests a WordPress Content Management System (CMS). Wordpress delivers a very simple interface for the user so that edits and updates can easily be made without programming experience. Wordpress is also a CMS that uses the most intelligent (and up to date) programming to deliver highly regarded Search Engine semantics - giving your site the native edge for high Search Engine Rankings.

### **Discovery Phase - Content**

Content and Competition Research

Sitemap and Content Revision and Addition

### **Creative Phase - Design**

U/I and Design Research

1 Design w/ 2 Round of Revisions

### **Technical Phase**

Database Set Up, WordPress Installation

HTML/CSS encoding of design - Static Review of Website

WordPress Custom Template Encoding with HTML/CSS

SEO Coding Set Up

Content Population, Social Media Integration, Search Engine Optimization

Polishing Features, Google Analytics Set Up, and Google Webmasters Set Up

### **Review Phase**

2 Rounds of Revisions

### **Independence**

We believe our clients should own and have full access to their domain and website hosting. We will make sure that your Domain, Website Hosting, Google Analytics, Social Media Accounts, and any other web services are owned by Bernicky Law Firm.

### **Hosting Costs & Environment**

Hosting can be provided by GoDaddy.com - Simple Edge will assist you in setting this account up, but GoDaddy.com will bill you directly and will be responsible for service quality.



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## Bernicky Law Firm Website Development

**Website Wordpress Development** \$ 4,500

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Design of 1 website template with 2 rounds of revisions  
(\$900 for each additional website template design)  
Wordpress Development - Up to 15 pages  
    Blog Integration & Search Engine Optimization

**Optional Add-Ons**

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Professional Photography (request a quote)  
Professional Copy Writing Services (\$350 per page)  
Responsive Design \$1,500

	Discount	\$ 1,350
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	SUB-TOTAL	\$ 3,150
	Add-ons	\$ ____
	TOTAL:	\$ ____

Payment Terms: Half down to start project, and final payment due upon website launch.

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Discount: 10% Chamber Discount, 20% Frenemy Discount

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Responsive Design - will exchange responsive design for future \$1,500 credit of Bernicky Law Services.

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Signature - Simple Edge Inc.

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Date

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Signature - Bernicky Law

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Date

