



WEBSITE PROPOSAL  
for  
Bruce W. Lemer  
Associate Counsel

(Revised)  
July 22, 2010

PREPARED BY:  
Carl Rosaine, B.A.  
IIMA Professional

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July 22, 2010

Bruce W. Lemer  
400 - 900 Howe St.  
Vancouver, BC  
V6Z 2M4

Hi Bruce:

Here is information on the alternative (pre-template design options) that we discussed.

I look forward to partnering with you on this project.

Sincerely,

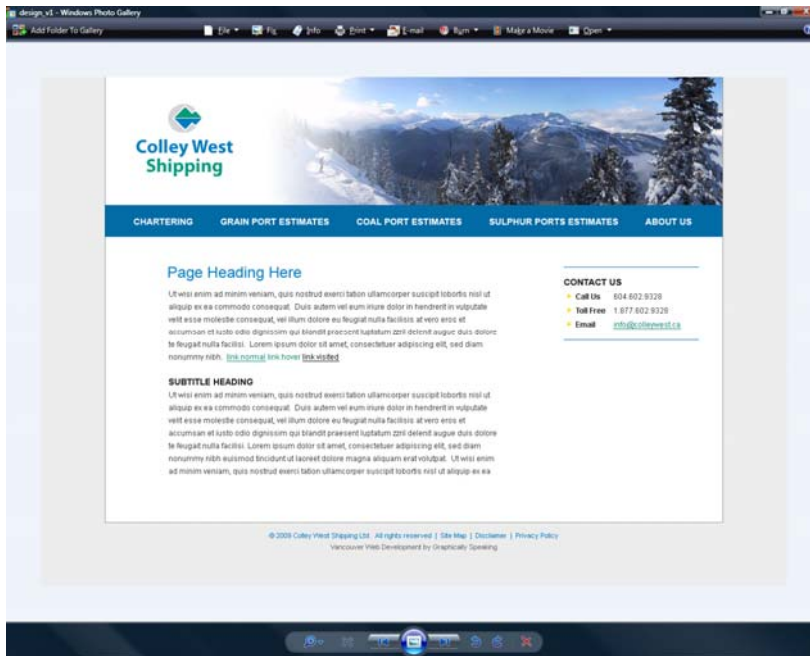
A handwritten signature in black ink, appearing to read 'Carl Rosaine', with a large, stylized flourish at the end.

Carl Rosaine, B.A.  
IIMA Professional

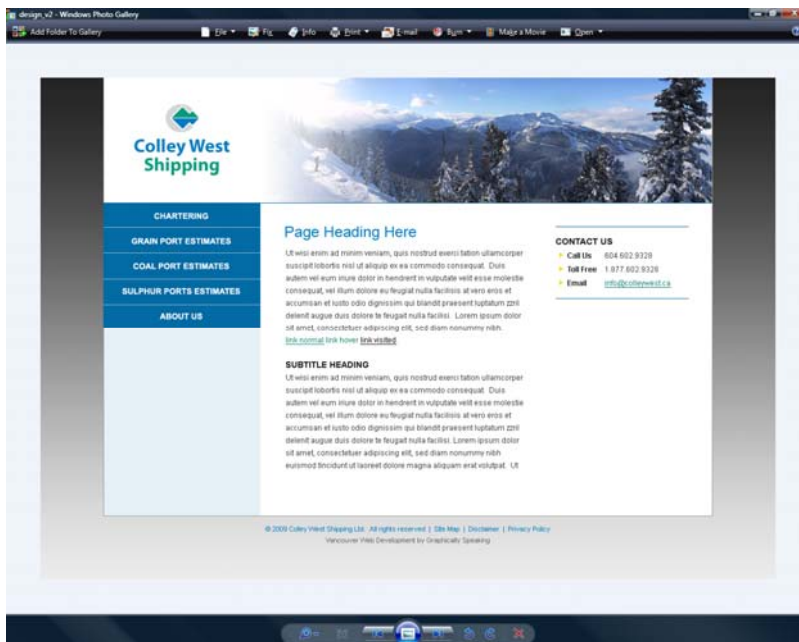
## TEMPLATE LAYOUT STYLES FOR WORDPRESS EASY CONTENT MANAGEMENT

You have a choice of a variety of different layouts. I suggest you have our designers select two for you to choose from but if you have a particular preference please let me know before we create the designs.

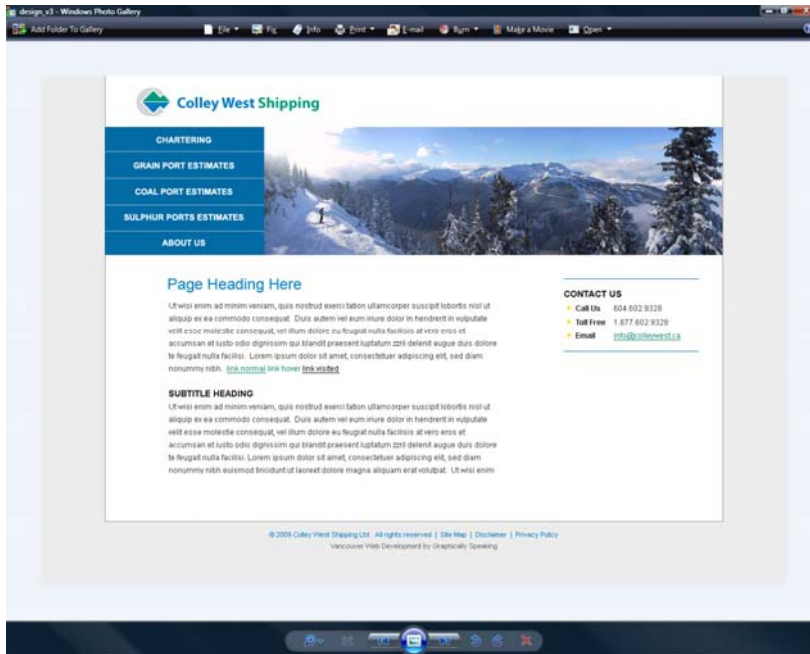
Layout 1 (navigation is along the top)



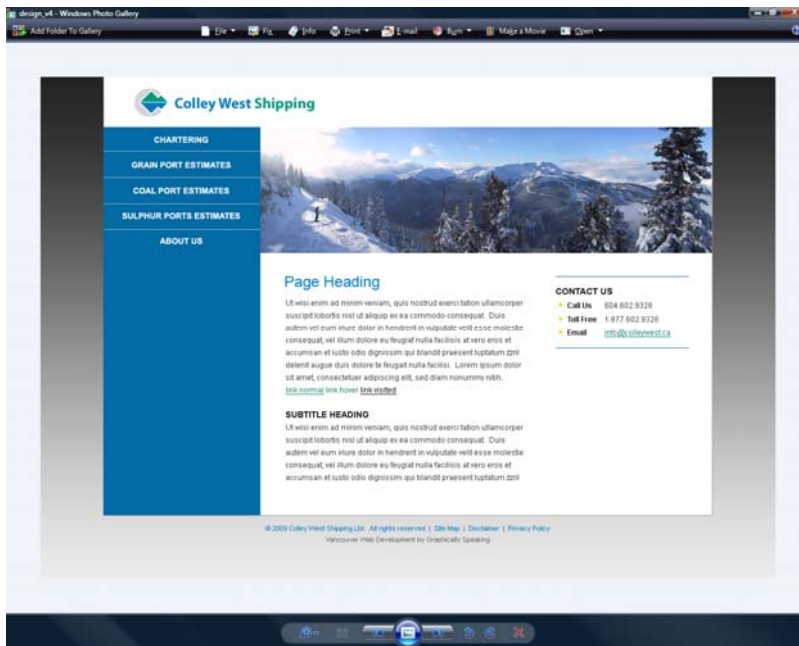
Layout 2 (navigation is on left-hand side)



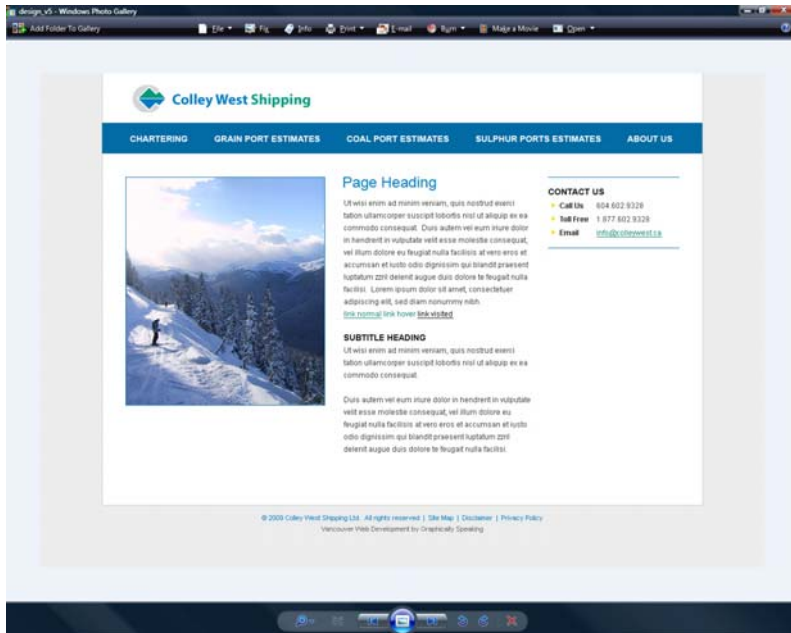
Layout 3 (header photo is across from navigation)  
(content area is large)



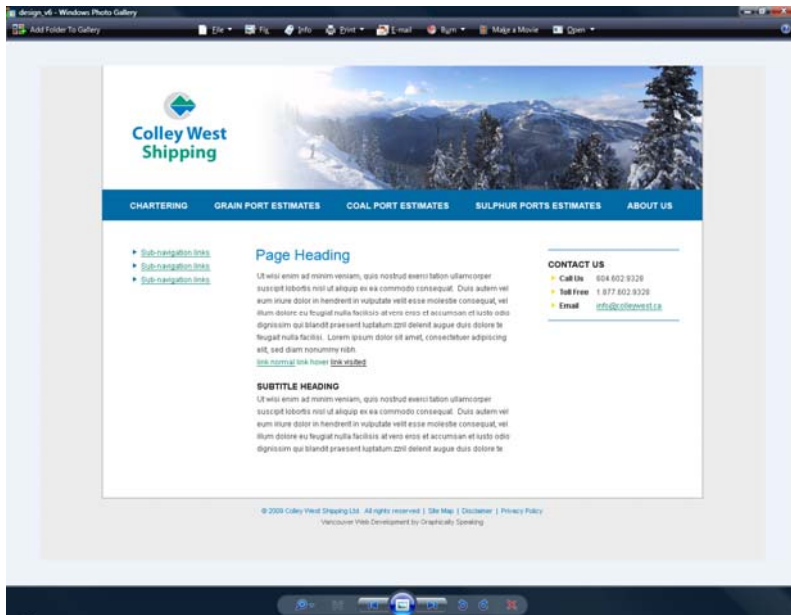
Layout 4 (header photo is across from navigation)  
(content area is narrower)



Layout 5 (navigation is along the top)  
(photo is on left-hand side)



Layout 6 (main navigation along the top with sub-navigation on left-hand side)



**PROJECT INVESTMENT**

Recommended maximum 25-30 pages with 2 levels of navigation - 3rd level will be developed as in-page links					
	<b>Website on WordPress - Template</b>		<b>Hours</b>	<b>Rate/hr.</b>	<b>Fee</b>
1.1	Project Management		7.5	100	750
1.2	Scope Analysis		1	100	100
1.3	Navigation Development		1	100	100
1.4	Purchase Stock Photo Images if Required- Estimated. We will provide access to photo library for you to select stock photos.				55
1.5	Design - Content Page (includes 2 design renditions and 1 revision)		10	100	1,000
1.6	Design - Home Page (includes 1 design rendition and 1 revision)		6	100	600
	Design - Custom Pages (Overview Page)		2	100	200
1.7	Programming Internal page, home page, and custom page programming (dependent on the design hours)		12	110	1,320
1.8	Graphically Speaking can load the first 5-10 pages of content and then train your staff in how to insert the remaining text and photos. This training will help you maintain your own website in the future.	# of pages	time/page		
	Estimated	10	0.5	90	450
1.9	WordPress Set-Up Set up the sub-domains, database, redirecting paths before implementation		2	110	220
1.10	WordPress Integration / Implementation Setting up the WordPress site, Navigation and Additional Functionality		4	110	440
1.11	Hosting Set-up		1	110	110
1.12	WordPress Software Education & Training		2	100	200
1.13	Follow-up Technical Support (as required)			100	TBD
1.14	Testing		2.75	100	275
	<b>Sub-total</b>				<b>5,820</b>

Search Engine Optimization is on the following page...

## SEARCH ENGINE OPTIMIZATION (SEO)

<b>Level II SEO Package</b>			<b>Fee</b>
Up to 6 Primary Keywords			
3.1	Keyword Research		300
3.2	Navigation & Landing Page Strategy		200
3.3	Setup basic Google Analytics tracking		100
3.4	Writing & Placing Meta Tags		400
3.5	Editing Content for SEO		400
3.6	Create XML Sitemap and Submitting to Google, Yahoo & Bing		100
3.7	Submit Site to Major Search Engines / Directories		100
3.8	Create Google Local Listing Per Location (if applicable)	1	100
			<b>1,700</b>
	SEO Project Management (15%)		<b>255</b>
	<b>TOTAL</b>		<b>1,955</b>
	<b>Optional</b>		
4,1	Monthly Reports (1 each month for first 3 months)	3	450
4.2	Update site for Search Engine Optimization (based on monthly reports)		<b>TBD</b>

Summary is on the following page...

**SUMMARY**

<b>SUMMARY</b>			
Base Website Investment		5,820	
Search Engine Optimization (SEO)		1955	
<b>Total</b>		<b>7,775*</b>	

\* TOTAL (does NOT Include Optional Monthly Search Engine Optimization Reports)

<b>Please Note:</b>	PST is not billed in the case of electronic delivery. Fees are exclusive of GST. Fees indicated with this proposal dated July 22, 2010 are in effect for sixty (60) days. Graphically Speaking Services shall allow for reasonable revisions and modifications during development. Revisions that exceed 10% of the assigned fees will be invoiced at our standard hourly rate. Prices are based on the scope of the project as outlined in this proposal.
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## TERMS & CONDITIONS

### 1. Fees and Billing Procedure

Fees do not include applicable taxes. Prices are quoted in Canadian funds and are valid for a period of 60 days. A 25% deposit is required upon approval of this agreement. Ongoing work-in-progress fees will be billed at the end of each monthly period during the course of this project, with a final reconciliation submitted at project completion. In the event of project cancellation, fees incurred to date will be billed. Overdue accounts will be subject to interest charges at 2% per month compounded.

### 2. Revisions

Graphically Speaking Services shall deliver 1-2 design renditions with **up to 1 revision cycles** during development. Revisions that exceed 10% of the assigned fees will be billed over above the project fees.

### 3. Client Deliverables

All client-supplied web site content (text, images, etc.) will be provided to Graphically Speaking Services in digital format unless otherwise agreed upon.

### 4. Intellectual Property Rights

Upon final acceptance of the completed project and full payment of project fees, any and all intellectual property used and created in connection with the web site including, without limitation, all design, logo, trademarks, trade names, copyright material and content (excluding any such material identifying Graphically Speaking Services Inc.) shall be and will remain the property of Bruce W. Lemer.

### 5. Warranty

Graphically Speaking Services will warranty all work and programmed code for a period of 30 days after project completion/site launch.

APPROVAL

Thank you for providing us with the opportunity to submit this proposal. I look forward to working with you. If this proposal meets with your approval please sign the area below and fax back to us at 604-682-1312.

Sincerely,



Carl Rosaine  
Account Manager  
Graphically Speaking Services Inc.

Client Approval:

I hereby give approval to Graphically Speaking Services Inc. to proceed with development of the Bruce W. Lemer personal web site based upon the information and details contained within this proposal.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_  
Bruce W. Lemer

Please sign and send to: Graphically Speaking  
Fax: (604) 682-1312  
Attn: Carl