



Retro Computers

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QUOTE REF: 1199

This quotation is for:
Suzanne Martin

Project Deliverables:

Please find below a list of project deliverables that will form the brief for your project. Any work required outside of the agreed list will be charged for separately.

Update retrocomputers.com and create an easy to use admin to allow staff to modify and manage the site content and images.

1. Intro Page - large image of the Vega+ with link to indigogo.
2. Products - sub menus to link to Vega and Vega+ pages. These pages will have about text, promotional video, where to buy & a mini gallery of promotional images.
3. Generic footer - Privacy notice, company address, social buttons.
4. The Team - a page to show who is behind the company.
5. Support - currently 7 pages with help and files for the Vega.
6. Media - these are currently 400x435 screenshots of websites to link to - I suggest keeping these.
7. Contact Us - a basic contact form.
8. Blog
9. Memories Box - allow people to send memories to be uploaded by admin

Our Proposition

Work process:

We will amend the current Retro Computers site with new features, along with improved mobile device management. The mobile devices will look similar to the desktop site whilst maintaining the current look and feel. We will also keep a copy of the current site as it may be needed.

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How we deliver your site:

Our process is based on many years' experience in the web development sector. We have learnt the best technique is to confirm as much information up front as possible, and keep the clients informed.

For this project, we will be utilising a development server. We will develop independently, and perform local testing prior to moving sections to the test server. At this stage, you will have the opportunity to test the new features prior to moving them to the live server.

Some additions will be made early on and made live very quickly. Others will be done a section at a time.

Design and Specification sign-off

We will send you links to some design ideas.

Website construction and internal testing

Our development team get on with the business of putting your website together. During key stages the product is submitted to two levels of internal testing.

Delivery

Depending on the project, we can deliver in one single instance or in other instances we can provide a phased delivery of key areas.

This phase allows you to review the end product against the specification and designs. We always allow a reasonable amendment period here however if any changes requested are clearly not part of the original specification we may be required to quote for the change as a piece of extra work. In either scenario our team will quickly deliver any amendments.

The website at this point will be hosted on our own development services and will be accessed via a unique web address something like yourwebsitename.creative-spectrum.co.uk

Launch

The go-live period is very much set by your own requirements but we assist in the whole process. However, we estimate that the full build and testing will take approximately 4 weeks.

Content Management System (CMS)

Our CMS will be built into the site to give easy control of the website content on all pages of the site, our system is designed in such away so that anyone familiar with using a word processor will be able to manage the content of their website.

It is important that a websites content is kept up to date to maintain a fresh look and to give clients confidence that it is an "active" business. For example you could post up to date photos, and maintain the news section.

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Mobile Optimisation

In 2014 for the first time, mobile internet usage via Smartphones or Tablet devices exceeded that of traditional access via a desktop or laptop. Therefore it is vital that your website is optimised correctly for viewing on these devices. It is possible to optimise an existing website so that the user experience is a fluid process in line with their expectations as users of mobile devices. As of April 2015, Google are penalising websites that aren't mobile friendly.

Search Engine Optimisation

At Creative Spectrum, we understand not only the importance of building a website or service which works well functionally but also the importance of attracting new business via this web based "shop front" through it being picked up by the major search engines so you can attract organic or "free" traffic.

If you are not already familiar with the term Search Engine Optimization (SEO), it is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results.

In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visits it will receive. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

There are many elements which affect your websites organic listings, and the method of measuring the "ranking" of websites is constantly changed by Google and the other search engines, therefore it is extremely important to use experts to help devise your companies SEO strategy.

Creative Spectrum has years of experience of developing and building websites which achieve exceptional SEO listings.

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On-Page SEO

SEO is traditionally divided into two main areas; on-page optimisation which covers what can be done on the pages of the website, and off-page optimisation which covers activity that takes place elsewhere (e.g. link-building).

Our SEO package includes the following elements of on-page SEO;

- Web-page indexing
- Unique page content
- Meta-tags and titles
- Web page headers (H Tags)
- Friendly URLs
- Link Completeness
- Descriptive, hierarchical URLs
- Alt attributes for images
- Anchor/Title text links
- Code validation
- Overall hierarchical html code using strong, semantic mark-up

Benefits/Return on Investment

We understand that for any business to make investments into new technology or indeed in any area of their business that there needs to be a quantifiable justification which demonstrates how the investment will help increase or enhance the business offering. As experienced digital entrepreneurs, we know from our experience that some of these benefits can include;

- By converting the site into HTML5 it will make it compatible with all the primary web browsers including tablet based devices. This should make the site more “sticky” and will increase the average time per visitor.
- By increasing the use of a gallery it gives you more opportunity to “show off” about your previous work therefore potentially increasing the number of sales enquiries.
- Our CMS solution gives a non-technical person the ability to keep the content of the website completely up to date, meaning the site always appears to be “live” as in; the business is active. From our experience stagnant websites tend to create less confidence with clients and prospects.
- Mobile optimisation is essential in the current world of iPads, Galaxy Tabs, Blackberry Playbooks, Kindle Fires and many many more...If your site hasn't been optimised to appear as to be dedicated to these devices then again it can frustrate visitors leading to them leaving the site.

Support

Creative Spectrum will offer email support on a 9am – 5pm Monday to Friday basis.

Email: enquiries@creative-spectrum.co.uk



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Hosting

All of our websites and software are hosted in a UK data centre. The DC is monitored 24x7x365. Each server is backed up on a regular basis, and in the event of server failure, a mirror server will continue running. In the event of total failure at the DC, there is a mirror DC that will continue operations. This ensures a 99% uptime for all of our software and websites.

Ownership

The website/software code is owned entirely by Creative Spectrum and resides on our servers for increased security.

Budget:

Initial deposit required to commence work:- £500

Partway payment - CMS created, page templates created:- £500

Partway payment - CMS sections created to allow details to be entered:- £500

Final payment prior to go live - £500

Hosting/Support (12 months) - £600pa (part payment already received)

Support/Maintenance:- TBD

Data entry/management:- TBD

Server costs will also need to be met prior to making the site live.

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Web Site Design Project

Client Information: **Retro Computers**

1. Authorization.

The above-named Client (hereinafter referred to as "Client") is engaging Creative Spectrum as an independent contractor for the specific purpose of designing a website, to be published on Creative Spectrums Internet Service Provider (ISP)/Web Presence Provider (WPP) computer, herein after refer to as "Hosting Service".

2. Development.

This Web Design Project will be hand coded and utilise the Codeigniter libraries.

- Compatibility - Designing a web site to fully work in multiple browsers (and browser versions) can require considerable, extra effort. It could also involve creating multiple versions of code/pages. Creative Spectrum represents and warrants that the web site we design for you will work in:
 - Microsoft® Internet Explorer versions 10 and up
 - Google Chrome
 - Firefox
 - Opera
 - Safari
 - All mobile devices.

While Creative Spectrum will make reasonable efforts to design a fully-functional web site, Creative Spectrum warranty does not cover text-based browsers or requested special effects that we have advised you against.

- **For People with Disabilities** – Creative Spectrums standard is to meet at least half the currently recommended guidelines for web site development. Without sacrificing quality and design, we try to ensure that the content and functions we build into our web sites are available to all visitors.

3. Assignment of Web Design Project.

Creative Spectrum reserves the right, and you hereby agree, to assign subcontractors to this Web Design Project to insure that the terms of this agreement are met as well as on-time completion.

4. Copyrights and Trademarks.

The Client unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to Creative Spectrum for inclusion in the Web Design Project are owned by the Client, or that the Client has permission from the rightful owner to use each of these elements, and will hold harmless, protect, indemnify and defend Creative Spectrum and its subcontractors from any liability (including attorney's fees and court costs), including any claim or suit, threatened or actual, arising from the use of such elements furnished by the Client.

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5. Web Site Maintenance.

This agreement allows for minor web site maintenance to pages for the lifetime of your web site at no charge, up to an average of one half hour per regular web page, including updating links and making minor changes to a sentence or paragraph. It does not include major page reconstruction, new pages, guestbooks, discussion webs, navigation structure changes, attempted updates by Client repairs or Web Design Projects delivered to Client. The period begins on the date the Client's web site is available to be published to the hosting service. Major page code and/or graphics changes and additions will be charged at the £50.00 per hour rate. (Notice: This rate is subject to change at any time.) Continuous maintenance will be billed when £250 has been reached, or in 30 day increments, whichever comes first. All payments, regardless of amount, must be made within 30 days.

6. Completion Date.

Creative Spectrum and the Client must work together to complete the Web Design Project in a timely manner. We agree to work expeditiously to complete the Web Design Project no later than 2 weeks after Client has submitted all necessary materials. If the Client does not supply Creative Spectrum with complete text and graphics content for this Web Design Project within 45 days of the effective date of this agreement, the entire deposit amount of the agreement shall be retained by Creative Spectrum as liquidated damages and the contract shall become null and void, at Creative Spectrums' option, unless the Web Design Project is cancelled in writing by the Client prior to 45 days of the effective date of the agreement.

7. Project Delivery.

The final website design project will be published to Creative Spectrums hosting service upon receipt of final payment.

8. Electronic Commerce Laws.

The Client agrees that the Client is solely responsible for complying with any laws, taxes, and tariffs applicable in any way to the Web Design Project or any other services contemplated herein, and will hold harmless, protect, and defend Creative Spectrum and its subcontractors from any claim, suit, penalty, tax, fine, penalty, or tariff arising from the Client's exercise of Internet electronic commerce and/or any failure to comply with any such laws, taxes, and tariffs.

9. Web Design Project Copyright.

Copyright to the finished web design site produced by Creative Spectrum will be owned by Creative Spectrum. The Client will be assigned rights to use the Web Design Project as a web site, once final payment under this agreement and any additional charges incurred have been paid. Rights to photos, graphics, source code, work-up files, and computer programs specifically are not transferred to the Client, and remain the property of their respective owners. Creative Spectrum and its subcontractors retain the right to display graphics and other Web Design elements as examples of their work in their respective portfolios. All Web Design Projects will contain a copyright/legal statement with a link to Creative Spectrums' Design Services Web Site.



10. Payments.

Payments must be made promptly based on the terms of this Web Site Design Project. Creative Spectrum reserves the right to remove any Web Design Project from viewing on the Internet until final payment is made. All payments are to be made within 30 days after completion and approval of the Web Design Project by the Client. In case collection proves necessary, the Client agrees to pay all fees (including all attorney's fees and court costs) incurred by that process. This agreement becomes effective only when signed by Creative Spectrum. Regardless of the place of signing of this agreement, the Client agrees that for purposes of venue, this agreement was entered into the United Kingdom, and any dispute will be litigated or arbitrated in the UK, and the Client hereby consents to the personal jurisdiction of the UK Courts. Furthermore, the Client waives any right to or claim of sovereign immunity.

11. Legal Notice.

Notwithstanding anything to the contrary contained in this contract, neither Creative Spectrum nor any of its employees or agents, warrants that the functions contained in the Web Design Project will be uninterrupted or error-free. The entire risk as to the quality and performance of the Web Design Project is with the Client. In no event will Creative Spectrum be liable to the Client or any third party for any damages, including, but not limited to, service interruptions caused by Acts of God, the Hosting Service or any other circumstances beyond our reasonable control, any lost profits, lost savings or other incidental, consequential, punitive, or special damages arising out of the operation of or inability to operate this Web Design Project, failure of any service provider, of any telecommunications carrier, of the Internet backbone, of any Internet servers, or your site visitor's computer or Internet software, even if Creative Spectrum has been advised of the possibility of such damages.

12. This Agreement.

This agreement constitutes the sole agreement between Creative Spectrum and the Client regarding this Web Design Project. Any additional work not specified in this contract or any other amendment or modification to this contract must be authorized by a written request signed by both Client and Creative Spectrum. All prices specified in this contract will be honoured for 6 months after both parties sign this contract. Continued services after that time will require a new agreement.



The undersigned hereby agree to the terms, conditions and stipulations of this agreement on behalf of his or her organization or business.

This Agreement constitutes the entire understanding of the parties. Any changes or modifications thereto must be in writing and signed by both parties.

AGREED TO:

Client

(Sign) By _____ Date _____

(Print) Name:

Title:

Address:

Phone:

E-mail:

Creative Spectrum

By _____ Date _____

Lee Fogarty

It's Authorized Representative