

# Dextris

## Tech Solutions

*Delivering Performance. Adding Values.*

Dextris Tech Solutions

Web Design

Introduction

Performance Testing

How to design a website ?

Web Design Training  
Website Designing  
Web Site Maintenance

Web Desinging  
Web Development  
Web Hosting  
Search Engine Optimization  
Social Media Optimization

## Contents

<b>Purpose of website</b>	<b>3</b>
<b>1.Services</b>	<b>3</b>
<b>2.Implementation timeline</b>	<b>5</b>
<b>3.Web site components</b>	<b>6</b>
<b>3.1 Design of Site</b>	<b>6</b>
<b>3.2 Technology of Site</b>	<b>6</b>
<b>3.3 Content of site</b>	<b>6</b>
<b>4.Examination of a sample web site structure</b>	<b>7</b>
<b>4.1 Home Page</b>	<b>7</b>
<b>4.2 Products</b>	<b>7</b>
<b>4.3 Support</b>	<b>7</b>
<b>4.4 Calendar</b>	<b>7</b>
<b>4.5 Gallery</b>	<b>8</b>
<b>4.6 Current Events</b>	<b>8</b>
<b>4.7 Our Company</b>	<b>8</b>
<b>4.8 Links</b>	<b>8</b>
<b>4.9 Contact Form</b>	<b>8</b>
<b>4.10 Site Map</b>	<b>8</b>
<b>4.11 Search Results</b>	<b>8</b>
<b>4.12 Administrator Section Panel (Important)</b>	<b>9</b>
<b>5.Documentation binders</b>	<b>9</b>
<b>5.1 Technology Book</b>	<b>9</b>
<b>5.2 Design Book</b>	<b>9</b>
<b>5.3 Content Book</b>	<b>9</b>
<b>6.Proposal pricing</b>	<b>10</b>
<b>7.Summary</b>	<b>10</b>



Dextris Tech Solutions is pleased to submit a proposal for the development of your website. The terms of this proposal are valid until December 31st, 2014.

## Purpose of website

1. Put your organization on the globe through the internet.
2. Promote your products and/or services to a global market.
3. Create a well managed platform for online marketing if need so.
4. Reveal your products and/or services to a larger environment to the global and local market effectively.
5. Additional company requirements on the website should be stated to Dextris Tech Solutions.

## 1. Services

Dextris Tech Solutions will provide the following services during the development of your website:

Advise or develop a page layout suitable for your organization, a look and feel to be used throughout the site with your guidance using one of the Dextris Tech Solutions templates which are unique, splendid and spectacular.

If required, we will register a suitable domain name for you as requested; we will review your domain name and help you to choose just the right one for your website. Our suggestion is; your domain name should contain/include your company (companyname.com) or something similar should be included in the domain name with possibly a word at either the start or the end to let our visitors know exactly what your site is about. Testing the keywords for maximum profitability and deciding on the right ones to use would of course determine which phrase we use.

NOTE: The above procedure is for first time organizations willing to host, or companies that want to change their domain.

Design the navigation scheme according to your instructions.

Develop pages according the organizations needs and/or advice on the best theme that is suitable for your organization.

Edit, optimize and incorporate content in the form of text, photographs and images provided by you into the website.

Optimize the website for search engine positioning using keywords relevant to your niche (target) market.

*1.1. Create a Site Index to maximize search engine positioning for your website. A Site Index is one of your most valuable pages and should be included in every website you build.*

*1.2. Create a Contact Us page incorporating a form.*

*1.3. Create (if need so) a Web-blog (Blog) page as part of our Search Engine optimization strategy for your website.*

*1.4. Create a Newsletter sign up page that pops under your home page when it is first loaded in a visitor's Browser.*

*1.5. Final site design will include unique page template, buttons and navigation, and incidental art. These designs will each be optimized for rapid display on the Internet.*

*1.6. The standard page designs will include a Home Page, Sub-Heading (Topic heading) page, a "standard" page for display of content, and a Gallery page (if need so). Additional page designs may be included as needed based on themes introduced in these four template designs, including the Contact Form, Site Map, and Search Results pages.*

*1.7. Buttons and navigation graphics will be standardized for all pages, where appropriate for the design.*

*1.8. Incidental art will include JPEG and GIF title art, dividing lines, background images, color schemes, and other design elements as required to complete each template.*

*1.9. There is no limit to the number a pages your organization will need on the template. Additional page creation is available, on request.*

*1.10. Software tools for secure reception of submitted form information.*

*1.11. Internet interface pages ("Web page interface") for management. These would include the Home page, the Links page, the Contact Form Email address assignments, and the Current Events list. (This permits management of these page's contents from any web browser without programming.)*

*1.12. All pages will be indexed for full-text searches to the Search Results page.*

1.13. The web site will be submitted to major search engines, such as Lycos, Google, Yahoo, Netscape, and AltaVista, along with other Internet portal and indexing sites.

1.14. Installation of the full web site on an appropriate Internet Service Provider in this case.

1.15. Provide technical support after the website is online.

## 2. Implementation timeline

The web site development process we propose would involve seven sequential steps:

STEPS	ESTIMATED TIME
<b>1. Requirement analysis</b>	<b>2 weeks</b>
A discussion of goals and the site's orientation.	
<b>2. Design of site</b>	<b>2 weeks</b>
Evaluation of proposed designs for the site; design approval.	
<b>3. Implementation of design</b>	<b>2 weeks</b>
Creation of templates and programming.	
<b>4. Domain Registration</b>	<b>1 day</b>
Dextris Tech Solutions will help in the suggestion of the best domain name for your company.	
<b>5. Installation of content.</b>	<b>2 weeks</b>
Content is introduced into the design. Includes Final review.	
<b>6. Deployment</b>	<b>1 week</b>
The web site is placed on the Internet.	
<b>7. Documentation</b>	<b>1 week</b>
Includes resolution of outstanding issues.	
<b>Estimated Completion Time for Proposed Site</b>	<b>2.5 months</b>

### 3. Web site components

There are three steps that are involved in the website construction process namely.

3.1. Design of Site

3.2. Technology of Site

3.3. Content of Site

#### 3.1 Design of Site

The design of your web site will be developed by working with a professional our designers. It will involve unique creative elements for the web site, which will reflect and amplify the company's business image.

#### 3.2 Technology of Site

We are experts in CSS, Flash and Java scripts and that will be used to give attractive feel to your web site. This technology is recommended by Dextris Tech Solutions. We also have experts in PHP, HTML, MySQL, JSP, J2EE and ASP.Net, along with a variety of other technologies. The programming is written for a quality visitor experience with a standard Internet browser, along with web page-based interactive tools for site administration.

#### 3.3 Content of site

The site content would be based on material presented by the company or accumulated from existing resources.

Additional content creation with the assistance of a professional writer and/or photographer would require a separate proposal, available on request.

## 4. Examination of a sample web site structure

Well, just like any other website, components of the website will have to be implemented for the proper overflow of the website as a whole. Below is a generic layout of elements that will be contained in the web site. This sample's structure would be subject to change as the process of site creation takes place. The actual web site completed per this proposal may be significantly different than the example shown here.

Although the Requirement Analysis phase will determine the nature and character of the web site development project, we have taken the liberty of suggesting sub-headings and topics for the purposes of this proposal.

These topics would be featured in a Navigation Toolbar, found on every web page.

### 4.1 Home Page

Every site begins with a primary introduction page. This page should give focus to the overall site, and offer links to all major areas and functions. Links back to the Home Page will be accessible on every page in the web site. Appropriate design choices for the Home Page will be an important part of the development process. The Home Page will anchor the site and pull its elements together, rather than simply be a promotional introduction.

### 4.2 Products

Promotional material for the company's products would be shown, with appropriate links and options. Links to an Internet Store could be featured here.

### 4.3 Support

Technical information, FAQ's, and manuals for products are shown here. A support form could be included to report problems and request assistance.

### 4.4 Calendar

The Calendar would list all current company events, and would keep "expired" events visible for a set number of days. A special web page interface, protected with a password, would be available to add, delete, or modify entries to this Calendar. Calendar events could include a link to an Event Page describing the activity. A sample Event Page template and Event Registration form would be included.

#### 4.5 Gallery

This section could display pages of images. (The Gallery could also be used for documents, sound files, Acrobat PDF files, or other "library" functions.) A pre-built template would display pictures as thumbnail images on "section" pages. Hundreds of images could be supported.

#### 4.6 Current Events

This page would list current events that the company is involved in. For example, this may list current media coverage. A web page interface would be used to add or delete items from this page. Links could be added to each item.

#### 4.7 Our Company

This section would list contact information for the company and staff. Maps and driving directions would be included. Company history, biographies, pictures, and links to other pages and/or sites could also be added.

#### 4.8 Links

Links to other web sites can be an important service for visitors. A web page interface would be used to add or remove links from this page. Links would be organized by a topic heading.

#### 4.9 Contact Form

This web page will accept information from a site visitor, and send it as an Email message to a desired address. The Contact Form is a standard tool for managing messages from the web site back to the organization. A single contact form will support a different email address for each topic area. A web page interface will make management of email addresses for the contact form possible from any web browser.

#### 4.10 Site Map

The Site Map is a page that contains text-based links to each primary area of the site. It is a convenient way to navigate around areas of a web site, and to see a complete overview of the topics that it presents.

#### 4.11 Search Results

A "Search" field and button will be available on each web page. When pressed, the entire web site will be searched for a matching text string, and the results will be displayed on this page as content with a link. Along with searching the entire site, search ranges could be limited to a specific topic or site area. This would be additional to this proposal.

#### 4.12 Administrator Section Panel

The website will have an administration panel for adding articles managing images, and managing the whole site as a whole. This makes it easier for the site to be edited and managed from any web browser software.

The administrator panel has login security check that only allows vulnerable people having login passwords to gain access. All login credentials shall be given to the Client after the full payment has been made.

### 5. Documentation binders

Site documentation will include the following binders, or "Books". Each book will cover a distinctive aspect of the web site.

#### 5.1 Technology Book

This binder will document the technologies involved in the construction of the site. The binder will have sections that detail the programming and technology used to create the elements of the web site. There will also be a section about issues such as search engines, meta tags, non-graphical browsers, handicapped accessibility, and unique requirements.

#### 5.2 Design Book

This binder documents the graphical elements used in the creation of the web site. There will be chapters for each aspect of the site's design, including page layout, color schemes.

#### 5.3 Content Book

This binder will be a compilation of the documents that comprise the content of the web site. The layout of this binder will mirror the topic headings of the web site itself.

## 6. Proposal pricing

### 6.1 Costs

Web development fee can range from INR 12,000 to INR 60,000. This figure is an estimate and not a quote. The final cost will only be decided, once the website specification is fixed.

### 6.2 Payment Terms

50% of total web development fee invoiced and due before work begins. A 25% payment will be invoiced at 50% completion, 15% payment will be invoiced at 75% completion and the last 10% on completion of site.

## 7. Summary

Web sites are not static objects, and need to reflect the goals and orientations of the organizations that they serve. It is our intention to present your company with a compelling presentation that effectively represents the enterprise to the Internet community.

As part of this representation, the web site should be a focus for two-way communication. Pages and content should change to reflect new projects and interests, and provide mechanisms for both current Clients and the general public to interact with the organization.

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