

CAPITAL TECHNOLOGY.LLP



The image displays a comprehensive overview of Capital Technology's services. At the top left is the company logo. Below it, four colored boxes represent the main service areas: 'WEBSITE DESIGN & Development' (purple), 'SEO OPTIMIZATION Services Plan' (orange), 'SMO OPTIMIZATION Services Plan' (green), and 'MOBILE APPS Development' (blue). The central part of the image is a collage of icons and graphics illustrating these services: 'Domain & Web Hosting' (globe), 'Website Design' (laptop and tablet), 'Application Development' (lightbulb), 'Website Development' (WordPress, Code Igniter, Magento, Joomla), 'SEO PROCESS' (circular diagram), 'Social Media Optimization' (social media icons), and 'SMO' (SEO and SMO icons). At the bottom left is a WhatsApp icon, and at the bottom right, the contact information is provided: 'Call Us : +918076888939, +917530830035'.

For

COMMERCIAL PROPOSAL FOR WEBSITE DEVELOPEMNT

By:

CAPITAL TECHNOLOGY LLP

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Capital Technology is one of the **global fastest growing company in Mobile App Development, SEO, SMO, WMS and Web Industry**. We are also one of the leading digital marketing company.

Capital Technology is most affordable and reliable Digital Marketing Agency in India. The services offered by us are not limited to Website Designing and maintenance only but to other areas such Search Engine Marketing, Social Media Optimization and other paid and organic campaigns. We believe that customer is first and ensure that all our customers are satisfied by our services.

Our Amazing Services:

- 1. Website Design and Development**
- 2. Search Engine Optimization (SEO)**
- 3. Social Media Optimization (SMO)**
- 4. Search Engine Marketing (SEM)**
- 5. Online Reputation Management (ORM)**
- 6. Website Maintenance Services (WMS)**
- 7. Mobile Apps Development etc.**
- 8. Pay per click campaigns.**
- 9. Customized CMS Website Designing and Development.**
- 10. Maintenance, Domains and Hosting**

OUR APPROACH

➤ Project Requirement Analysis

The process involves the requirement classification in terms of modules and functionalities of the website, where multiple questions are asked over what is required and what's to identify the exact requirements in terms of designing and development.

➤ Concept Creation

Concept Creation is a step of drawing a blue print of the website plan and marking a short note on each of the features, dynamic modules, functionality and flow diagram of each section.

➤ Graphical User Interface

Concept document by the creative team is forward to graphic design team for development for graphical layout knows as Home page, followed for sub-page design layouts for client's approval, suggestions and revisions.

➤ Development of Content Management System



Approved design and sub-pages are converted in to html coding before sending to development team for creation of content management system, CMS is a customized tool to manage every link, page, images, files and menus throughout the website and makes it easy for updates and modifications.

➤ **Development of Online Modules**

Online Modules like Newsletters, Career Section, Live chat, Send a newsletter, RFQ, calculators, User Login Sections are developed under this phase.

➤ **Information Collection & Content Selection**

While the project is into the development stage, a dedicated team experienced with finance website is allocated to work closely with assigned team members at your location to identity information collection methods and involves copy writers to overall contents contributed from different sources.

➤ **Followed by Hosting & Launch**

Once the website is completely tested and tried in beta version with quality check, link check and spell checks the final uploading to the live server is done on the launch date.

➤ **Updates & Maintenance**

Capital Technology offers exclusive updated and maintenance policy which keeps your website refreshed at all times, monthly suggestion documents from web experts, Off Site maintenance facility, Urgent matters will be reverted in maximum 2 hours. Dedicate Web Analyst and Designer to shape up website is the part of our maintenance job.

SCOPE OF THE PROJECT

BACKEND / DATABASE SPECIFICATION

- PHP Programming
- MYSQL Database
- Customized Content Management System

GUI / DESIGN CONCEPT

- Web 2.0 Standard Design
- 1024X 768 Screen Resolution
- Cross Browser Compatibility
- CMS based Multilevel Drop down Menu
- Expert Navigation Structure
- User Friendly Interlinked Navigations
- User Category based Navigation Flow

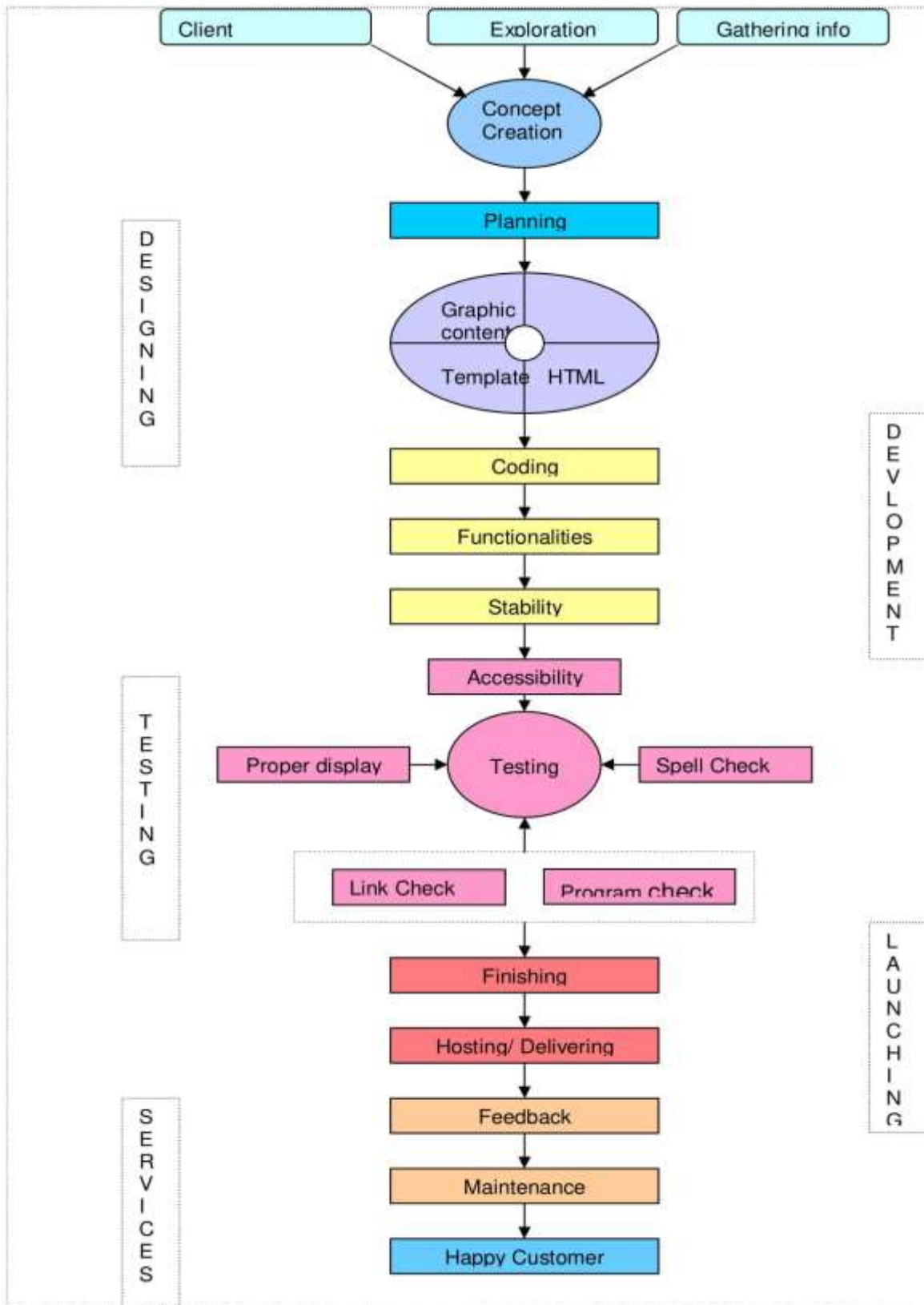
CONTENT MANAGEMENT SYSTEM

- Website Administration Control
- Managing User based Access rights
- Add unlimited Links / Pages
- Develop Multilevel Menus
- Manage Content in text/ HTML
- Manage Images
- Manage Text Links / Hyperlink
- Manage Flash File Integration

DYNAMIC MODULES

- Manage Pages
- Manage Sub Pages
- Manage Photo Gallery
- Manage Hyperlinks
- Dynamic Feedback and comments

• Process Flow Diagram



COMMERCIAL PACKAGE FOR DYNAMIC WEBSITE DEVELOPEMT

DETAILS	Basic	ECONOMY	STANDARD	ADVANCE	CORPORATE
DESIGNING					
No. of Pages	1-6	7-10	11-14	15-25	25+
Logo Design	X	x	x	2 Samples	3 Samples
Breadcrumbs	X	x	x	√	√
Sample Home Page Layouts	x	1	2	2	3
Header Slideshow	x	1	3	4	4
W3C Valid code	x	x	x	√	√
Custom Banner for Inner Pages	x	x	x	√	√
Favicon	x	x	x	√	√
Mobile Responsive	√	√	√	√	√
Contact Us Form	√	√	√	√	√
DYNAMIC MODULES					
Photo Gallery	x	X	√	√	√
Video Gallery	X	X	X	√	√
Testimonials/Reviews	X	X	√	√	√
Product Gallery	X	X	√	√	√
News & Events	X	X	√	√	√
PDF Downloads	x	√	√	√	√
Newsletter Subscriptions	X	X	X	X	√
TESTING					
Prelaunch Testing	√	√	√	√	√
OPTIMIZATION					
HTML Sitemap	X	X	√	√	√
XML Sitemap	X	X	X	X	√
Meta Tags	X	X	X	X	√
Google analytics Integration	x	x	x	√	√
On Page Optimization	X	X	X	X	√
Social Media Integration	√	√	√	√	√
Live Chat	x	x	√	√	√
DOMAIN & HOSTING					
1 Domain for 1 Year	x	√	√	√	√
Hosting 1 year	√	√	√	√	√
UPDATE & MAINTENANCE					
1 Year Technical Support	x	√	√	√	√
1 Month Maintenance	X	X	X	√	√
Development Monthly Cost	Rs. 500	Rs. 700	Rs. 1000	Rs. 1200	Rs. 1500

COMMERCIAL PACKAGE FOR E-COMMERCE WEBSITE DEVELOPEMT

FEATURE	ECONOMY	STANDARD	ADVANCE	CORPORATE
No Of Products	7-10	11-14	15-25	25+
Select From Designs	10+ Designs	20+ Designs	30+ Designs	50+ Designs
Mobile Responsive	Y	Y	Y	Y
Content Management System	N	N	Y	Y
Web Hosting for 1 Year	500GB	1GB	2GB	Unlimited
1 Domain for 1 Year	Y	Y	Y	Y
Upto E-mail Accounts	N	5	10	20
Monthly Bandwidth	20GB	30GB	40GB	Unlimited
Dynamic Pages	5	10	15	Unlimited
Extra Product Upload Rs.10*	N	Y	Y	Y
Logo Design	N	Y	Y	Y
Google analytics Integration	N	N	Y	Y
Google Map Integration	Y	Y	Y	Y
Social Media Integration with Icon	N	Y	Y	Y
Basic 50% SEO	N	N	Y	Y
Add, Edit & Delete Product Categories unlimited no of times	Y	Y	Y	Y
Add, Edit & Delete Product Sub Categories unlimited no of times	Y	Y	Y	Y
Add, Edit & Delete Product unlimited no of times	Y	Y	Y	Y
Registration/Login	Y	Y	Y	Y
Shopping Cart	Y	Y	Y	Y
Payment Gateway Integration	N	Y	Y	Y
Free Live Chat	N	Y	Y	Y
Newsletter Subscriber	N	N	N	Y
Coupon Code	N	N	Y	Y
Inventory Management	N	N	Y	Y
PDF Bill Inventory	N	Y	Y	Y
Blog Integration	N	N	Y	Y
Mobile SMS Notification	N	N	N	Y
Advance Footer Options	N	N	N	Y
Advance Search Option	Y	Y	Y	Y
Favicon Icon Customization	N	N	Y	Y
Maintenance	N	N	Y	Y
Development Monthly Cost	Rs.1200	Rs. 1500	Rs. 2000	Rs. 2500



PATMENT TERMS FOR WEBSITE:

- Advance Amount 50%
- Balance 50%, after completion and a day before hosting

Requirement from client's side:

- Content for all pages
- Images
- Domain
- Hosting

Confidentiality Declaration:

This is committed from our side that all the information received during the designing and development will only used by **Capital Technology** and will not be disclosed to any third party. However, after publishing the website if any one uses the information copying from internet, **Capital Technology** will not be responsible.

By

Capital Technology Team

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