

MONKEE-BOY

DESIGN • DEVELOP • MARKET • MEASURE • MAINTAIN



PROPOSAL FOR Web Services

PREPARED FOR UNITED REHAB SPECIALISTS

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DESCRIPTION:
The following document outlines the objectives, scope and costs associated with the **United Rehab Specialists'** web site overhaul project.

PROPOSAL CONTENTS:

- I. Project Goals and Objectives
- II. Implementation Strategy
- III. Timeline
- IV. Investment
- V. Agreement of Terms

DISCLAIMER:

All information contained herein is considered confidential unless otherwise noted. All cost and time estimates are based on the information available at the time of this proposal, and may be subject to change. Any cost or time adjustments will be fully discussed and agreed upon with the client. The terms of this proposal are valid for 30 days from the date of issue.

I. PROJECT GOALS AND OBJECTIVES

United Rehab Specialists, Inc. is looking to overhaul their existing web site and online tools. The goal of this project is to create a professional web site, user experience, and tools showcasing United Rehab's product offerings, services, and reliable customer service.

Monkee-Boy's design approach will stem from existing/new identity materials – additional graphical elements will be created as needed by Monkee-Boy. Development of the site will provide a scalable architecture to provide a foundation for easy future expansion and easy maintenance.

All Monkee-Boy designs are built using best practices in terms of web design, usability, and cross-browser compatibility.

THIS PROJECT WILL BE CONSIDERED A SUCCESS WHEN:

1. The web design is accepted by the client.
2. The site is developed with best practices.
3. All content is loaded into the site and stylized to client's satisfaction.
4. All tools are built, tested and launched; clients have been trained on their functionality and usage.
5. The site is thoroughly tested on all major browsers, validated and launched.
6. The site is submitted to the major search engines
7. Traffic is being monitored through Google Analytics and setup to send client ongoing monthly reports.

II. IMPLEMENTATION STRATEGY

All Monkee-Boy designs are built using best practices in terms of web design, usability, and cross-browser compatibility. Below, please find our approaches for handling both the front and back end components of this project.

FRONT END DESIGN, DEVELOPMENT AND LAUNCH METHODOLOGY

a. Strategy/Information Collection – Monkee-Boy will work with client to establish necessary build and deployment strategies to custom tailor the site to best suit all current and future needs. In this phase, all technical requirements, design preferences, and overall project guidelines will be collected. Part of this phase will include understanding all hosting and email requirements for the project, if applicable.

b. Web Design – Monkee-Boy will work with client to extend current brand into new static web site comps (jpg format). One round of comps (home page, sub page, tertiary page, and navigation) will be presented to the client. One round of revisions is included. Excessive revisions will be billed at Monkee-Boy's standard hourly rate.

c. Web Development – Once approved, Monkee-Boy will develop the comps into HTML, PHP/ASP and CSS templates to build out the desired scalable site architecture. At this stage, all website code will be optimized for quick load time, organic search engine indexing, and easy maintenance and search functionality will be installed. We will also integrate any forms, lead generation tools, and/or content management systems into the existing site frame & architecture.

d. Content – All content and photography/imagery will be provided by the client in final, electronic state to be ported into the site architecture developed above. Any excessive content replacement, once final content has been ported into the site, will be made upon request and billed at Monkee-Boy's standard hourly rate.

e. Final Testing/Tweaking – Once the web site is designed, coded, and content is present, Monkee-Boy will run final quality assurance, link checking, and cross-browser compatibility tests to ensure common user experience in different browsers and operating systems.

f. Site Launch – Once final site is tested and approved by all parties, all site files will be moved over to the production server and launched to the world. Unless otherwise specified, analytic tracking scripts (Google Analytics) will be installed allowing client to see site traffic/referring sites/etc., all links will be verified, a Google Sitemap will be created to help with search results, and the site will be submitted to all major search engines.

g. Ongoing Maintenance – After the site has launched, Monkee-Boy is available to handle ongoing maintenance of any portion of your website. Maintenance can be handled on an as needed basis and in most cases can be completed within 24 hours. Maintenance is billed hourly at \$95/hour/day – one (1) hour minimum.

h. Make Your Site "Green" – Effective January 2007, Monkee-Boy launched its new environment protection project to help reduce global warming – *The Monkee-Boy Tree Initiative*. The project is simple – we plant fifty (50) trees through the American Forests organization for every new site we launch. These trees will help offset any energy used to host and view these web sites online, thereby making them "green".

In the spirit of this new program, Monkee-Boy will plant fifty (50) trees for this site after it has launched to help make it carbon neutral for years to come.

BACKEND ONLINE CMS/MAINTENANCE TOOLS

Monkee-Boy is always looking for great content management systems that are easy-to-use and cost effective for our clients. The sad truth is that no one system we have found can provide both the design flexibility needed by customers to be nimble with their online programs and provide ease-of-use for non technical users to make updates.

Several of our current customers who have Joomla/Mambo/Drupal installed seem to share similar challenges. Overall we have found the following to be true:

- While some content changes are easy through these systems, other changes such as image handling & manipulation, global look/feel changes, and out of the ordinary layouts are extremely difficult and create inconsistencies.
- Once these CMS's are installed, customers' designs become extremely rigid and do not provide the flexibility required by many companies to handle their marketing programs.
- The ramp up to learn each system is steep.
- If not used frequently, clients spend excessive time trying to remember how to make simple edits.
- Many sites with these CMS's installed end up suffering due to limited maintenance or "living with" how the CMS displayed their materials

Though we consistently find these CMS's guilty of the above, they do come in handy and can be very useful when used to handle unique portions of the site (i.e. e-commerce, article post/rating/polls, document managers, online calendars, etc.).

At Monkee-Boy, our business was built by maintaining web sites – so we know that the more walls you put up the harder it is to move and make changes on a whim, which is what makes the Web so incredibly valuable.

Clients want to save money. Clients need to be nimble. Clients have other things to do besides spend all their precious time fighting with their website. **We get it.**

Our Approach:

To handle these customer challenges, Monkee-Boy has developed a series of custom built, easy-to-use tools (called "monkeeWrenches") for our clients to manage their most frequently changing content and materials. These tools consist of a series of web based forms, which allow the client to add content directly into a database.

They are easy to use – training takes about 10 minutes.

They are cost effective – after 15-20 uses they have paid for themselves.

No walls = no design limitations and better search indexing.

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For United Rehab Specialists most frequently changing content, we suggest implementing these easy-to-use monkeeWrench content management systems. Additional, less frequent changes can be made by Monkee-Boy as needed, or by an in-house resource.

CMS Framework – Secure login creation, user database, user rights & workflow and display page formatting

Press Releases Tool – easily manage and publish press releases across of the site

Features include: Auto publish of releases, auto expiration of release from home page, automatic addition to client's RSS feed, and uploading PDF version or release for downloading.

Industry News/Articles Tool – quickly add and manage news articles and media coverage for the site

Features include: Easily add dates, sources, titles, short descriptions (if applicable), source images/logos, publication URLs, and PDF versions of articles.

Products/Shopping Cart Tool – create and manage product categories and detail pages

Features include: Creation of unlimited product categories, product title, product overview, product features, upload product picture(s), pricing information, etc. In addition, client will be able to identify whether the product is available for sale online. PayPal or Google Checkout integration will enable customer ordering and checkout.

Please note: *Additional wrenches can be bolted on to the monkeeWrench CMS system at any point. So implementation of these, or additional wrenches not specified here, can be phased out as needed to meet client's budget and time parameters. Content load for the Press and Articles Tools is included. Content load for the Products tool has been scoped out in Section IV.*

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III. TIMELINE

Based on identified requirements and assuming a normal review and acceptance schedule, all of the suggested strategies of the project will take approximately 4-8 weeks to plan, develop, test and deploy.

Where applicable, Monkee-Boy will provide a client development site to review all materials (comps, graphics, architecture, demo site, etc.) related to this project.

ESTIMATED TIMELINE: 4-8 weeks

IV. INVESTMENT

Following are initial budgets for review. When applicable, pricing includes: creative, strategy, design, layout, programming, copy editing, proofing, in-house photography, management, coordination and all meetings. Budgets are considered estimates based on man hours involved for known services, unless otherwise noted. Out-of-house photos, printing, illustrations, etc. not included.

CORE PROJECT SERVICES

Hosting & Domain Management

One (1) Year Annual Hosting– 20GB storage, FTP accounts, support, domain management, backup, etc. (\$500 value).

Cost: \$ FREE

Site Design

Associated graphic design work for new site banners, etc. (40 hrs @ \$85)

Cost: \$ 3,400

Site Development

HTML/PHP/CSS coding, typography, site optimization, search optimization, integration of Bonafide customer portal, content load of non-wrench pages (50 hrs @ \$85)

Cost: \$ 4,250

Content Management Tools (monkeeWrenches)

Overall framework, secure login, individual tool creation, database creation, display page design(s) and behavior, content load, and training.

Cost: \$ 9750

- CMS Framework\$1,000 (required)*
- Press Release Tool.....\$2,000 (optional)*
(Content load included: 10 press releases)
- Industry News & Article Tool.....\$1,500 (optional)*
(Content load included: 10 news items)
- Product/Shopping Cart Tool.....\$5,250 (optional)*
(Content load included: 1 product per category to design display page(s). Additional content load available @ 1 hr/product)

Miscellaneous

Research and strategy, communication/project management, client meetings, cross-browser testing, Google Analytics setup/configuration/reporting, site launch, Google sitemap creation/submission, search submissions, etc. (20 hrs @ \$85)

Cost: \$ 1700

Estimated Core Project Total Costs

Cost: \$19,100 + tax

OPTIONAL SERVICES

Ongoing, unlimited 24/7 maintenance

\$95/hour

Monkee-Boy is available post launch to help make changes to the site.

All maintenance requests are handled "first come, first served" and are completed normally within a 24 hour period. The blended maintenance rate covers all Monkee-Boy services.

(\$95/hour -- 1 hour minimum/day)

Ongoing, unlimited web marketing

\$95/hour

Monkee-Boy is available post launch to help client manage all of its online marketing activities.

Activities include, but are not limited to, ongoing search engine optimization, search engine Marketing, pay-per-click campaigns, email marketing, landing page construction/management, and banner ad creation & promotion. Ongoing monthly marketing plans & estimates are available on request and are based on hourly work involved.

(\$95/hour -- 1 hour minimum/day)

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V. AGREEMENT OF TERMS

Option 1: 1/2 down to initiate; final net 30.

Half of the total estimated cost (plus tax) will be due before any work begins. The balance of the total cost -- as determined by final scope and service(s) provided -- will be invoiced when the new site is launched and due net 30.

Option 2: Project paid in full.

All redesign projects paid in full will receive a 5% overall project discount. Once project is completed, the balance of the total project cost will be either due net 30 or immediately credited post launch to be used on additional Monkee-Boy services.

To accept this proposal and reserve a spot on Monkee-Boy's development calendar, please sign below and fax this page to (512) 335-2224.

Company/Organization: _____

United Rehab Specialists hereby agree to pay for all services agreed upon above and understand the final price of these projects and/or services could be higher/lower than estimated price depending on both the final scope of the project and quantity of the work provided. I will be notified should the overall project cost be higher than initially estimated.

Signature

Rich Hagelstein
Printed Name

11/6/09
Date

CEO
Title