



# Quotation

Monday, March 2, 2009

Quote No.: WEB00494-001

610 Main Street  
Suite 200  
Racine, WI 53403  
USA

Phone:  
262.898.9136

Fax:  
262.898.9138

Email:  
joec@imagemanagement.com

Website:  
www.imagemanagement.com

For: Sid Jarvinen  
Marini Tool & Die Company  
5100 21st Street  
Racine, WI 53406  
262-554-6811  
sjarvinen@marinitool.com

**Project: [www.marinitool.com](http://www.marinitool.com)**

## **Project Requirements:**

Marini Tool & Die is in need of an updated website that will be more user-friendly and easier to maintain than their current website. Marini Tool & Die will use the website to provide information about their company, capabilities and services to both prospective and current customers. In order to keep the website up-to-date, Marini Tool & Die will require the ability to update and maintain the website in-house. Additional features of the website include an online quote form, an equipment list, interactive Google map with customized driving directions and a photo gallery showing product samples created by Marini Tool & Die.

## **Job Specifications:**

- |                               |                              |                   |
|-------------------------------|------------------------------|-------------------|
| • <b>Total Hours Required</b> | <b>62.00 hrs. @ \$75/hr.</b> | <b>\$4,650.00</b> |
|-------------------------------|------------------------------|-------------------|
- Define specific website requirements and content.
  - Coordinate workflow between Sid Jarvinen and Image Management's website design and programming team.
  - Upon site completion, train Sid Jarvinen and up to 4 other individuals how to upload new information and make other text revisions, as needed.
  - Proofreading of website content to ensure use of proper grammar and spelling.
  - Creation of a concept and design scheme to be used throughout the website.
  - Includes coding the Content Management System and Website Editor.
  - Includes coding the layout and content of each page (described below).

## **Proposed Pages:**

**HOME:** Includes a brief overview of Marini Tool & Die Company and a paragraph welcoming users to the website.

**WHO WE ARE:** Includes a more detailed overview of Marini Tool & Die including their company history, vision statement and quality assurance information.

**WHAT WE DO:** Includes a detailed overview of each service provided by Marini Tool & Die as well as their capabilities.

**HOW WE DO IT:** Includes a complete equipment listing and information about the production process at Marini Tool & Die.

**WHAT WE'VE DONE:** Includes a dynamic, interactive photo gallery of the products created by Marini Tool & Die in the past.



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**REQUEST A QUOTE:** Website visitors will have the ability to complete an online form that will send an email with their contact and product information as well as a file attachment to Marini Tool & Die for review.

**CONTACT:** Includes general contact information for Marini Tool & Die and an interactive Google map showing the exact location of Marini Tool & Die. Website visitors will also have the ability to enter their current address to receive customized driving directions to Marini Tool & Die.

• **Website Standards**

1. **Client Login**

- Client will have the ability to make content changes on specific pages throughout the website.

2. **Website Accessibility**

- Website to be compliant with W3C WAI standards.
- Website to be compliant with ADA standards.

3. **Traffic/Usage Report**

- Monthly report emailed to client showing a wide range of usage and traffic statistics including number of hits and visitors to the website.

4. **Search Engine Optimization**

- The following features / techniques will be used to optimize the website:
  - Submission to all major search engines, meta tag keywords, meta tag description, 'alt' tags on all images, text-based navigation, correct titles on each page, site will not be built using tables, website pages load quickly, and search engine friendly URLs.

5. **Website Advertising**

- Website will be advertised for at least 1 week using the following methods:
  - Kenosha News and Racine Journal Times newspapers
  - Client-provided testimonial aired on radio station Lite Rock 92.1 FM
  - Image Management TV commercial featuring the Home Page of the website

• **Website Hosting**

**\$83.88**

**www.marinitool.com**

Professional website hosting prorated for a 1-year time period.  
(\$28.99 per month thereafter)

**TOTAL PROJECT ESTIMATE**

**\$4,733.88**

TERMS: I agree to this quotation and will pay the above amount in full within 30 days of completion of the website. It will be Image Management's responsibility to keep me informed of any additional charges and I understand that any work above and beyond this quote will be my responsibility to pay to Image Management.

I understand that a payment for 1/3 of the Total Project Estimate must be delivered to Image Management along with a signed copy of this quotation before any work is performed. Payments must be made in the form of a check and can be made in person at Image Management or by mail using the address below:

Image Management LLC  
4420 West Johnson Avenue  
Racine, WI 53405

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_