

LEAD

# Web Design Proposal

Re-design information, contents  
& brand for better engagement

Nurshafira Noh  
[sha.cubicpeople.com](http://sha.cubicpeople.com)

**Company Address.**

KABARE Hub Lot 1997 Jalan Pisang Batu 9  
Sijangkang

# LEAD Web Revamp

These are what few things we notice you can be assisted more. The problem we saw:



## Not Responsive

Your website can be more readable on mobile as more readers access from there



## Outdated contents

Your contents are quite outdated and are not synced with your social media posts which are more current



## No Clear CTA

If contents are your main focus, this should be highlighted better as the first thing visitors click

## Your Strength

Website revamp is not to alter who you are but to use what's on your current website to be elevated.

- Clear tagline & mission to start with
- Clear & helpful About Us content
- A lot of contents ready for read (though a bit outdated)

## Hence,

These are few things we will change:

- Apply better information architecture as a website, not as a blog
- Create meta tags and other better background tools to make your website more visible
- Redesign the website to look more updated + add more relevant current contents

# Project Brief

## What We Will Do



### Responsive Website

Using Elementor, we will ensure your website can be viewed nicely and optimally in any platform (mobile, computer & tablet)



### Basic SEO & Copywriting

SEO will help your website and even the pages to rank better on Google - so we need good impression for the headlines too



### More You

Clearer CTA (Call To Action) and excerpts as well as clearer representation for your contents with images

## Process Breakdown

### Phase 1 - Mockup

- Work on a draft of early look for the new website (on staging website)

### Phase 2- Website Development

- Access to your cPanel for the website
- Install web crawlers and other backend tools
- Develop the website further and extract contents from old website

### Phase 3- Testing, Review & Migration

- Test your website on all platforms
- Adjust based on review
- Migrate domain to new website

# Pricing Plan

## Basic Plan

Website Design (Staging)

**RM 750**

Website Development (Multi-pages)

Content Edit + Migration

**RM 2000**

FREE Basic Google SEO Setup

FREE Website Training (After)

**RM 2750**

## Premium Plan

All Basic Plan features

Whole 1-year ready web support  
(within 24 hours)\*

**Inclusive**

1-year web manager (to update, edit,  
manage your content)

**RM 2400**

**RM 5150**

\*inquire for more

## Timeline.

Week 0

Week 1

Week 2

Week 3

Week 4



\*\*there is a cancellation fee amount of RM 2000 **if cancel 1 week** before deadline

## Basic Plan Pricing

Items	Qty	Rate	Total
Basic Plan Website Development - Wordpress, hosting & cPanel Setup - Design Development & Google Setup	1	RM 2000	RM 2750
PremiumPlan(Website+ContentManager)	1	RM 2400	RM 2400
Basic SEO & Content Edit and Training	1	FREE	-
<b>Total</b>			<b>RM 5150</b>

## What We Need From You

### Pre-Development

- 20% deposit
- Any new content you want to insert
- Feedback on the mockup once ready

### Development Needs

- More local pictures & real pictures of your programs (if any)

Send in Google Drive

### Migration Requirement

- Company Email (To setup Google search console and other backend tools)
- Access to your cPanel

## Agreement

MR HAFIZ

Print Name/Position

sign to approve

DEC 03, 2019

Date

Institute for Leadership and Development Studies (LEAD),

Company Address