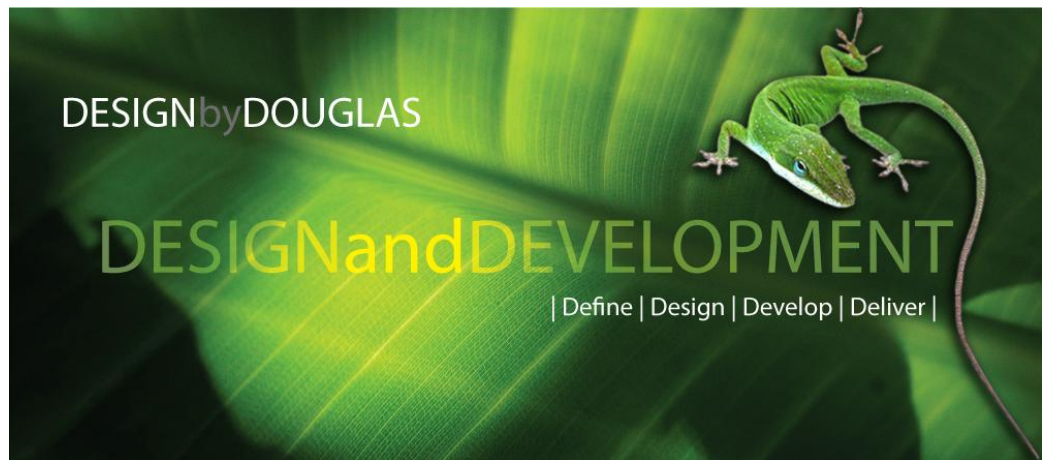


DESIGN BY DOUGLAS



6/20/2013

Frames and Mirrors 4 u – Design Proposal

Design proposal for rebranding and creating Ecommerce website. Please find detailed in this report: Branding, Hosting, Ecommerce template, Costs and Timescales.

DESIGN by DOUGLAS

FRAMES AND MIRRORS 4 U – DESIGN PROPOSAL

BRANDING

In order to start designing the brand logo in earnest the name needs to be chosen and the associated URL availability checked. Here are some names I have suggested along with their URL availability status. I am sure you also have a similar list. Available URLs are approximately £8.50 annually or biannually but URLs which are unavailable can be traced back to the owner via WHOIS and an offer of purchase can be made if the URL is transferable. Bear in mind the cost of the offer and a transfer fee would apply.

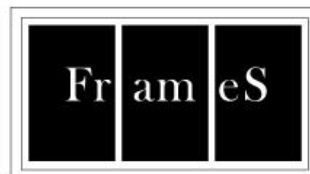
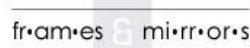
Name Suggestion	.COM	.CO.UK
FRAME	taken	taken
FRAMES	taken	taken
FRAME OF MIND	taken	taken
FRAME IT	taken	taken
IN THE FRAME	taken	taken
FREEZE FRAME	taken	taken
FRAME FRENZY	taken	available
FRAMEWORK	taken	taken
FRAMEWORKS	taken	taken
THE FRAME SHOP	taken	available
FRAME SHOP	taken	taken
FRAME ZONE	taken	available
FRAMED INTERIORS	available	available
FRAMES IN MIND	available	available
FRAMES AND INTERIORS	available	available
MOUNT IT	taken	taken
FRAMES FRAMES FRAMES	available	available
FRAMES GALORE	taken	available
FRAMES AND REFLECTIONS	taken	available
UP IN FRAMES	taken	taken
FRAMES AND MORE	taken	taken
FRAMES MOUNTS AND MIRRORS	available	available
MIRROR IMAGE FRAMES	available	taken
MIRAGE FRAMES	taken	available
FRAMED REFLECTIONS	taken	available
FRAMED	taken	taken
FRAME GALLERY	taken	taken
THE FRAME SITE	available	available
FRAME MAKER	taken	taken
FAMFU	available	available
FRAMESUK	taken	taken

DESIGN by DOUGLAS

FRAMES AND MIRRORS 4 U – DESIGN PROPOSAL

LOGO STYLE

Once a brand name has been established I will start to develop a logo-style based on what was discussed at our meeting ie John Lewis style, typographical clean and crisp. Here are some examples of what you can expect to receive.



DESIGN by DOUGLAS

FRAMES AND MIRRORS 4 U – DESIGN PROPOSAL

HOSTING

For hosting services I use a company called Evo Hosting. So far I have not experienced any issues with their service and their support is second to none. I have included herewithin details of their Ecommerce hosting package which most appropriately meets your needs. If purchased annually or biannually free SSL certification is included. If you are having difficulty reading this content please see <https://www.evohosting.co.uk/uk-ecommerce-hosting>

20/08/2013

UK Ecommerce Hosting Plan | Evohosting

[About Evo](#) | [Blog](#) | [Contact Evo](#) | [Knowledgebase](#) | [Server Status](#) | [Clients Area](#) & [Support](#) | [Twitter](#) | [Facebook](#)

WHY EVOHOSTING **WEB HOSTING** **DOMAIN NAMES** **ECOMMERCE HOSTING**
BECAUSE YOU CHOOSE US CREATE A WEBSITE MAKE A NAME FOR YOURSELF SELL ONLINE WITH US

The Ecommerce Hosting Plan is ideal for online stores and shops

FOR ECOMMERCE

With unlimited bandwidth & tons of disk space, this plan is perfect for busy stores. Pay annually or biennially, and we'll even include a Dedicated IP Address and SSL Certificate!

<p>12500 MBs of Disk Space Lots of disk space to store all your email and websites (and no hidden limits on the type of files you can store!)</p>	<p>Free Domain for Life We'll keep your domain registered for you for free for as long as you host with us! Not included on monthly billing term.</p>	<p>Free SSL Certificate & Dedicated IP Address Required for running an online shop that wishes to take credit card details or more personal details, included when paying annually/biennially.</p>	<p>Unlimited Monthly Bandwidth (Transfer) Lots of monthly bandwidth for your visitors to use up (and no over usage charges!)</p>
<p>LifeSpeed Web Server For better performance, we use LifeSpeed, a premium web server that's up to six times faster than Apache.</p>	<p>25 MySQL Databases Powered by SSD technology to optimize your database access – up to 50x faster than traditional hard disks.</p>	<p>CloudLinux Operating System For improved speed and reliability, we use CloudLinux to create a virtualized shared hosting environment.</p>	<p>CGI, Perl, PHP & MySQL Supported We support all the popular programming languages that you or your web developer may need.</p>
<p>250+ Free 1-Click Installable Scripts With 1 click installation, we make it incredibly easy to install a Blog, shop, forum and much more.</p>			

SPOTLIGHT FEATURES

- NEW 12500 MB Disk Space
- UNLIMITED 100 GB Monthly Bandwidth
- FREE SSL Certificate & Dedicated IP when paying annually/biennially
- NEW Continuous Data Protection ([Learn More](#))
- FREE 250+ 1-Click Installable Scripts ([Learn More](#))
- NEW CloudLinux Operating System ([Learn More](#))
- NEW LifeSpeed Web Server ([Learn More](#))
- FREE Setup & No Hidden Charges
- UPGRADED Control Panel powered by cPanel
- NEW 25 MySQL Databases

DOMAIN FEATURES

- FREE Domain Name (.Com, .Net, .Org, .Info, .Biz, .UK) (Not included with monthly billing)

OUR GUARANTEE



We offer a money back guarantee, so you have nothing to lose!

[LEARN MORE](#)

ECOMMERCE HOSTING REVIEW

"Great first impressions!"

CSDOT

[Read Full Review](#)

<https://www.evohosting.co.uk/uk-ecommerce-hosting>

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2008/2013

UK Ecommerce Hosting Plan | Evohosting

- 25 [Hostable Websites](#)
- 24 [Addon Domains](#)
- 50 [Parked Domains](#)
- UNLIMITED [Subdomains](#)

EMAIL FEATURES

- UNLIMITED [Personalised Email Addresses](#)
- [Access your email from Your Computer](#)
- [Access your email using Webmail](#)
- [Access your email using your Mobile Phone](#)
- [Anti Virus Protection](#)
- [Anti Spam Protection](#)
- UNLIMITED [Mailing Lists](#)

VISITORS & STATISTICS

- [AwStats Graphical Analysis](#)
- [Webalizer Stats](#)
- [Google Analytics Ready](#)
- [Raw Log Viewer](#)

FILE ACCESS

- UNLIMITED [FTP Accounts](#)
- [SSH Access Available \(On request - Further T&Cs Apply\)](#)
- [cPanel WebDisk \(WebDAV\)](#)

INCLUDED SOFTWARE

- CMS / BLOG** [Joomla](#), [Mambo](#), [Wordpress](#), [Coreanto](#), [coPortal](#), [Drupal](#), [b2evo](#), [WordPress MU & More!](#)
- FORUMS** [phpBB](#), [SMF](#), [AEF](#), [FluxBB](#), [MyBB](#), [Phorum](#), [PunBB](#), [Simple Machines Forum & More!](#)
- ECOMMERCE** [Magento](#), [osCommerce](#), [CubeCart](#), [phpShop](#), [PrestaShop](#), [Zen Cart & More!](#)
- PHOTO GALLERIES** [Gallery2](#), [Coppermine](#), [4images](#), [UnPMA](#), [Zen Photo](#), and [More!](#)

Over 250 free and easy-to-install scripts! [Learn More](#)

GUARANTEES, SUPPORT & CONTRACTS

- 99.5% Server Uptime Guarantee ([Learn More](#))
- 24/7/365 Proactive Server Monitoring ([Learn More](#))
- 24/7/365 Technical Support ([Learn More](#))
- Cancel at Any Time – No Contract!

Ultra Fast UK Servers

Our powerful servers have 24GB RAM, SSDs, multiple RAID arrays, and are housed at the Pulsant Data Centre located in Maidenhead, England.

[LEARN MORE](#)

Over 250 Free Scripts!

Our one-click installers enable you to install scripts like Magento, WordPress, Joomla, OpenCart, PrestaShop and more in seconds!

[LEARN MORE](#)

LiteSpeed Web Server

We use LiteSpeed, a high performance, scalable web server. LiteSpeed is over 8 times faster than Apache (a commonly used web server).

[LEARN MORE](#)

Continuous Data Protection

Every website on our shared servers is backed up every 24 hours to another server, so your data is safe with us!

[LEARN MORE](#)

SSL CERTIFICATES



Secure your site from only £49 per year!

[LEARN MORE](#)

Monthly Cost:
£16.49

[ORDER NOW](#)

Annual Cost:
£164.99

FREE DOMAIN NAME
FREE SSL CERTIFICATE
(Only £13.75 per month!)
SAVE £32.89!
Approx Two Months Free!

[ORDER NOW](#)

PRICES

Biennial Cost:
£304.99

FREE DOMAIN NAME
FREE SSL CERTIFICATE
(Only £12.71 per month!)
SAVE £90.77!
Approx Five Months Free!

[ORDER NOW](#)

<https://www.evohosting.co.uk/uk-ecommerce-hosting>

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DESIGN by DOUGLAS

FRAMES AND MIRRORS 4 U – DESIGN PROPOSAL

Ecommerce Template

For building the Ecommerce website I have selected a WooCommerce template from ThemeForest called 'Shope'. This template has the majority of the features discussed at our meeting, looks professional and is compatible with the CMS program Wordpress. I have included details of this Ecommerce template but the best way is to view the demo which is accessible via this link <http://www.yithemes.com/live/?theme=cheope>



Cheope

- SEO Optimized (a special SEO Panel)
- Responsive design
- 2 custom checkout pages
- Zoom effect included
- "Catalog mode": turn off the cart feature and use the theme like a catalog.
- Unlimited sliders (2 premium sliders)
- Popup plugin included
- Boxed / stretched layout
- Brandable theme
- Shortcode manager

A RESPONSIVE & BRANDABLE E-COMMERCE THEME

WordPress | WooCommerce | Desktop | Laptop | Tablet | Smartphone

Cheope is a clean and brandable theme that utilises the powerful Woo Commerce plugin to create a versatile Wordpress powered shop, with unlimited layout options and a lot of features.

Some features of Cheope are: unlimited sliders with 8 sliders type (2 premium sliders included); Zoom effect in the product detail page (premium plugin 7\$ value); popup plugin included to show offers and news; megamenu with images support; List/grid view in the products page; 2 custom checkout pages (a nice tabbed checkout page); "catalog mode" to use the theme like a catalog, without the cart option; filterable faqs; SEO panel to optimize the SEO; Shortcode manager with 200+ shortcodes, products sliders, 10 custom widgets...and so on!

Further information and testimonials can be accessed at: http://themeforest.net/item/cheope-shop-flexible-ecommerce-theme/3409344?sso?WT.ac=category_item&WT.seg_1=category_item&WT.z_author=Sara_p

DESIGN by DOUGLAS

FRAMES AND MIRRORS 4 U – DESIGN PROPOSAL

Timescale & Costings

Stage One - Branding

Once you have decided on your new brand name please send me as much information as you can to give me an idea of what you are visualising in your head e.g. examples of other logo-styles, branding and websites which have elements that appeal to you, any ideas you may have sketched or drawn, examples of your preferred fonts, colour-sets and textures etc. I have a Pinterest account so please create a board or two and invite me to browse. I will then take some time to translate this into several variations on a theme and proof them to you. Once you have decided that we are going in the right direction and have chosen a design I will digitise it, have you sign it off and produce artwork in different orientations and formats for all end-use purposes including corporate stationery and web use. This stage should take no more than 2 weeks, would cost approx. £450 and would be invoiced when complete.

Stage Two - Hosting

I will purchase and install the Ecommerce hosting package along with any URLs that you wish to purchase. The hosting package costs £164.99 (+VAT) for one year. Any URLs you wish to purchase are £8.50 each and moving URLs from one hosting company to another is also subject to an additional charge. I would charge you a £100 set up fee for this. This stage should only take a few days – to 1 week and would cost approximately £280. This charge is payable up front to cover costs but will not be invoiced until I am about to start this stage.

Stage Three – Site Building

I will set up, purchase and install the WooCommerce Template. I will then spend a number of weeks configuring and populating the site (to a stage where you or a member of your team can start populating the product databases). I expect this stage to take me anywhere from 6-8 weeks to complete (possibly sooner). I will require a lot of information from you during this stage but I will try to give you a list in advance so that I am not bugging you 24/7. I expect the cost for this stage to be approximately £2520 (based on 6 weeks to complete).

Stage Four – Debug and Completion

Whilst your staff are populating the product pages I will apply on and off page SEO including keywords etc, I will de-bug, run tests and register the site with the various search engines and Google Analytics. I estimate this stage to take approximately 1 week at a cost of £280

Webmaster Service

On completion of the project, for your peace of mind, I would be happy to offer my continued services as your webmaster. This would involve me monitoring and maintaining the website, updating when necessary and producing artwork for any promotional material you may require to promote your business. For this service I would charge an hourly rate of £24/hour. If you no longer require my services I will offer some training on the CMS for the website and leave you or a member of your staff to run and maintain it but would be available at any time should you require my assistance.

So to generalise the whole project should take 10-12 weeks and cost approximately £3500.

Please do let me know if the above is agreeable to you and let me know if/when you would like the project to commence.