

---

# Back Tie Management - Website SOW

Prepared for: Ashley Toms

Prepared by: Stien Davis

Monday, August 8, 2016

V.1

## SUMMARY

Create a artists management/agency site based on custom but classic styling, with back-end artist content management and functionality.

## KEY FUNCTIONALITY REQUIREMENTS

### Site Map

The site will be broken down into a splash page, with home, about, artists, and contact sections.

1. Splash Page: This will be the page at launch. I recommend a one pager, that scrolls with the navigation clicks to provide quick access to the other sections. As the site grows and the talent pool builds, the site will adapt into pages and subsections for genres, artist types and categories, etc.
2. Home Page: Once the site grows out of it's splash page, a home page will be the new launching point of the site, with a news slider for current news and brand messaging.
3. Artists, About, and Contact pages are as titled.

### SEO

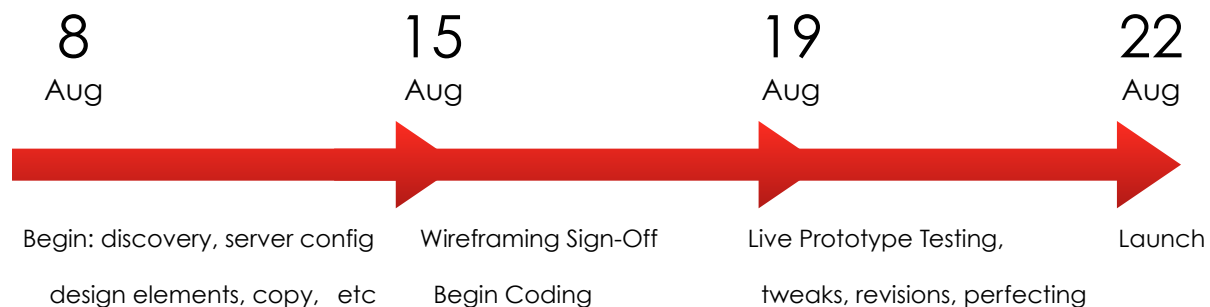
To empower the site's SEO in all necessary aspects, we will go the extra mile to take care of all the technical optimization. Our SEO tool forces you to choose a focus keyword when you're writing your articles and page content, and then makes sure you use that focus keyword everywhere, not only increasing rankings but also increasing the click through for organic search results.

## CMS

The Content Management System will be seamlessly integrated into the site framework, making it easy for anyone familiar with Microsoft Word to navigate.

## TIMELINE

If we get started right away, we can shave time by going directly into development right after wireframing. Since it is such a database driven site (with future talent management functionality on the horizon), I want to show you some complete designs before moving into wireframes. This way, we can have wireframes as early as next week, and start coding by week's end. We can have a prototype functioning and live somewhere between the 19th and the 22nd.



## HOMEWORK

From you I need:

1. About Page copy: Who are you, and what do you want people to know? Sell yourselves here, not your business.
2. Home Page Copy. Sell your business: What do you do, why are you better?
3. Pictures: Anything you have send to me. The more I have the more I have to work with. Even placeholders are good so that we know what we have to shoot or create content-wise. There more the better, there can ever be too much for me to file away.
4. Contact page: Names or departments, address, contact email and numbers, etc.
5. News. Anything news worthy is helpful. We recommend having something new on the site once a week if at all possible. Not absolutely necessary, but the more weekly, or even monthly content the better for SEO results.

## COSTS

We can keep development under 50 hours, which will ensure the timeline and strategy I have proposed.

Description	Hours/Quantity	Rate	Cost
Design, UX, Wireframing, Consulting	8	\$ 83.00	\$ 664.00
Content Management	3	\$ 83.00	\$ 249.00
Server/Hosting/Domain Registration	12	\$ 30.00	\$ 600.00
Programming, CMS customizations, templating	20	\$ 83.00	\$ 498.00
Prototyping, testing, launch	6	\$ 83.00	\$ 83.00
Client training	1	\$ 83.00	\$ 83.00
Subtotal	<b>50</b>		\$ 2,011.00
FF Discount		30.00%	\$ 603.30
		Total	\$ 1,407.70

We get things started with a 50% deposit, paid with an online invoice: <http://creativetransit.net/product/black-tie-management-website-deposit>

I have already begun setting up your server and obtaining the domain name. If you have any questions at call, call me day or night. I'm always up. I look forward to working together.

Speak soon,

Stien Davis  
310.547.7342

