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## Website proposal for Carol Dutra's 7th Heaven

### Gray's Web Design's Goals:

As your Web designer, my goals are to increase your vacation rental's visibility and increase your vacation rental income by increasing the number of people who know that your home is available for rent.  I will create a website that is visually appealing and easy to use.

What are the benefits to selecting Gray's Web Design to build your website?

> ➢ I specialize in developing highly functional websites, emphasizing both usability and design.
> ➢ I believe in maintaining relationships with my clients over time to keep your site alive and fresh.
> ➢ I prioritize customer service so you can feel confident that I will be available to discuss your website needs and desires.

**Website project:**  Site design and construction for the Yachats vacation rental website with a one month minimum.  The target audience will be long-term vacationers, writers, and people on sabbatical.

### Pages in the Website:

> ➢ **Homepage:** This page will introduce your vacation rental using captivating photos and enough information to invite your visitors to look further into the website.
> ➢ **More Photos:** This page will offer more photos of your vacation rental and the surrounding area.  Each photo will be thumbnail size, and will be clickable for a larger view.
> ➢ **Our Policies:** This page will display your policies such as check in and check out times, acceptable forms of payment, pet policy, minimum length of stay etc..
> ➢ **Contact:** This will be an e-mail link.  Your telephone and e-mail address will also be displayed at the bottom of every page for easy access.

**Time/Cost Estimate:**  $700.   **This includes a custom site design and up to 20 photos (interior and exterior).**

### Optional features:

> ➢ **Search Engine Optimization:** In order to get optimal ranking in the search engines in an attempt to bring in more site visitors, you might want to consider search engine optimization.  I use six proven optimization methods to improve your search engine ranking, and therefore the number of visitors who find your website.  After I have optimized your site, I submit it to the top 25 search engines and directories.  This optimization will improve your ranking in the search engines, allowing your site to be found by more potential guests.  This search engine optimization is recommended if you would like the search engines to be a large part of your website activity.  **Search engine optimization is $250.**  If you would like I can show you some examples of how this works.

> ➢ **Panoramic View:** This is a 180 degree or 360 degree view.  You can see an example of a panoramic view here: http://www.oceanfront-home-for-sale.com/vr.htm.  Hold your mouse over the image, and then scroll back and forth to see the panoramic view.  These views are $100 each.

**Additional Costs:**  Domain names and hosting will be invoiced at a cost of $25 per year per domain name, and $12.50 per month for hosting, paid yearly.

**Payment:** Deposit of 50% prior to beginning work. Payments are due within 30 days of site completion.

I am looking forward to working with you Carol!

Lisa Gray