**Web Site Design RFP: Sorhegui Tile**

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**Contact Information:**

Zach Segal  
(239) 860-2428 (Available Weekends)  
zosegal@gmail.com  
7786 Gardner Dr. #201  
Naples, FL 34109  
www.oriongraphix.com

**Proposal Requested For:**

Robert Sorhegui  
Tony Sorhegui  
Rey Vazquez  
Phone: (239) 643-2882  
3876 Mercantile Avenue  
Naples, FL 34104-3333

Ruben Sorhegui Tile Distributors  
August 7th, 2011

1. **Purpose**  
   It is the intent of this Request for Proposal (RFP) and any resulting contract work to establish an agreement for the professional services with a website designer and custom programmer for the purpose of designing the Ruben Sorhegui Tile Distributors website.
2. **I will work to:**

* Analyze and identify the needs of Sorhegui Tile’s website users
* Conduct a competition assessment of similar businesses across the United States and suggest options to outdo competitors and differentiate Sorhegui Tile online
* Develop workable solutions based on a needs assessment while also taking care of your proposed requests
* Create a strong logo and branding identity for Cena by Artichoke
* Set up Sorhegui Tile with social networking tools needed to effectively market to users online (Facebook, Twitter, etc.)
* Optimize the website with organic search engine optimization strategies for specific targeted keywords and phrases as discussed in our August 1st meeting. Additional search engine optimization packages will be available if desired at a cost per month.
* Optimize the website for fast loading time, including optimized graphics, and streamlined HTML, CSS, and PHP.
* Develop a CMS (Content Management System) customized for Sorhegui Tile, allowing them to update the site with no web design skills necessary, and from anywhere in the world using only a web browser.
* Make sure the process of switching to the newly designed website from the old website goes as smooth as possible, with no downtime
* Design custom marketing materials including business cards, flyers, and direct mailers should I be requested to, however, they have not been included in this proposal and would be considered separate jobs
* Do all of this in a timely manner in accordance with the project’s proposed deadlines

1. **Design**  
   The website will be designed in a classy, elegant, service oriented, and sophisticated style. In addition, the website will be designed to be easy to use and make sense to the user. Rather than being just an ordinary website, the site will be an extension of Sorhegui Tile’s business, allowing Sorhegui Tile to upload images of tile into their custom gallery, add product photos on the fly, acquire leads and customer comments via the website’s contact form, and more. My goal as a designer is to make the user not want have to think about how to use the website – it should come naturally with logical design. The website will be designed with 3 main goals in mind:  
   * + 1. *User experience -* interactively engage the user and promote a positive web experience
       2. *Website performance* - file size, optimizing loading times
       3. *Brand image* – site and materials will be designed to promote brand consistency and affirm Sorhegui Tile as the local leader in the industry
2. **Timeline / Format**  
   Pricing will be broken down per phase. The launch date goal for this website is September 12th, 2011. For this to be achieved:  
   * + 1. If there are any specifics that need to be included on any pages, we discuss what it is and create a mock-up for the page(s). I will be available via telephone (239) 860-2428 any day or in person in Naples until August 20th, 2011. Wire frames are potentially helpful but not necessary as long as I have a solid understanding of what goes on each page. ***Photography and content should be provided as soon as possible*** so I can accurately design the pages. Send any related images/documents to <zosegal@gmail.com> or call me at (239) 860-2428 to arrange a mail delivery or pick up.
       2. Dates: To stay on task for completion of the student portal for the September 12th deadline see the schedule on the following page. As soon as a page is approved it will be set aside. Once all pages have been approved the site will be coded into a live website.
3. **Proposed Navigation Structure**
4. **Details Per Page**

|  |  |
| --- | --- |
| Page Name | Information |
| Home | * Search function important for Gallery and Catalog/Products * Elegant, upscale, classy feel with emphasis on beautiful photos |
| About Us | * Standard about us page – text, pictures |
| Showroom | * Photos and information on their showroom in Naples, FL. Photos will be provided to us as a later date. |
| Gallery | * Separated into 3 categories: Floors, Walls, & Kitchens   + Example:     - Category > Subcategory > Another Subcategory     - Name/title     - Photo of tile installed     - NO pricing information |
| Location | * Information on their Naples, FL location including photos. * Module for simple directions:   + Type in your address and hit ‘Get Directions’ – sync with Google Maps |
| Catalog/Products | * **What We Sell**: Page explaining different items sold by Sorhegui Tile – different types of tile, stone, marble, etc. All content to be provided by Sorhegui Tile. * Catalog/Products Subcategories:   + Modern   + Old World   + Transitional   + Elegant   + Contemporary |
| New Products | * Display new products in inventory, updated by Sorhegui Tile. Possibly a sub-category of Gallery? |
| Manufacturers | * Lists logos / names of tile manufacturers carried in inventory |
| Contact Us | * Small paragraph of text, photo of office building * Module for simple directions:   + Type in your address and hit ‘Get Directions’ – sync with Google Maps * Contact form dropdown: General Contact, Get Quote, Comments & Questions |

1. **Proposed Schedule**

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| --- | --- | --- | --- |
| Item | **Hours** | **Dates** | **Note** |
| Initial meeting, proposal writing | N/A | *August 1st – August 7th* |  |
| Home Page\* | 10 | *August 10th – August 17th* | *Content & Photos Needed ASAP* |
| About Us | 5 |  | *Office Photo Recommended, Possibly Employee Photos* |
| Showroom | 4 |  | *Showroom Photo Required* |
| Gallery   * Floors * Kitchens * Walls | 4 |  |  |
| Location | 4 |  |  |
| Catalog   * What We Sell | 4 |  |  |
| New Products | 4 |  |  |
| Manufacturers | 4 |  |  |
| Contact Us | 4 |  |  |
| Other (Social networking, misc.) | 1 |  |  |
| Administrative (Hosting, domain name, search engine optimization, etc.) | 3 |  |  |
| Coding (HTML, PHP, CSS) | 15 |  |  |
| Total: 72 | | \* = Must be approved before subsequent pages can be started | |

1. **Pricing and Payment Terms –** We kindly ask for 50% of the total project cost before we start, and the remaining 50% upon completion. Please make the first check for 50% of the project totaling $600.00 out to Zachary Segal or Orion Graphix. I can pick the check up in person or it can be

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| --- | --- |
| Service Item | Cost |
| Custom Website Design   * Home Page * About Us * Showroom * Gallery   + Kitchen   + Tile   + Floors * Location * Catalog   + What We Sell   + Modern   + Old World   + Transitional   + Elegant   + Contemporary * New Products * Manufacturers * Contact Us   *(Estimated hours: 40)* | $1,200 |
| Misc: Custom Facebook Profile Pictures Design (*Free – Included)* | $0 |
| Misc: Custom Twitter Background (*FREE* – Included) | $0 |
| Misc: Domain Name Registration (Client already has domain) | $0 |
| Misc: Hosting (Client already has hosting) | $0 |
| Total: | $1,200 |