



## WEB DESIGN PROPOSAL

For: **Licensed Private Detectives Association of Massachusetts, Inc.**

Prepared by Jonathan Cullen, Milltown Web Design  
12/16/2024

### Contact

**Licensed Private Detectives Association of Massachusetts, Inc.**  
200F Main Street,  
Suite 303, Stoneham, MA 02180

**Milltown Web Design**  
119 Temple Street  
Boston, MA 02132  
Phone: (617) 512-3820  
Email: [design@milltownweb.com](mailto:design@milltownweb.com)  
[www.milltownweb.com](http://www.milltownweb.com)

*This proposal is valid for up to sixty days after being presented. By reading this proposal you agree that the information contained herein is confidential and will not be shared with any third parties without Milltown Web Design's permission.*



## Overview

Milltown Web Design will undertake to design the **Licensed Private Detectives Association of Massachusetts, Inc. (LPDAM)** website. This project includes responsive site layout, theme design, colors & styling, content formatting, meta tags/descriptions, navigation, and security.

## Project Specifics

- Install/configure new WordPress instance.
- Add logo, custom text, navigation menu, social media buttons, and footer elements.
- Install SEO plugin for WordPress. Create Google and Bing business locations.
- Create keyword-rich Meta titles and descriptions for pages. Analyze page content for target keyword density.
- Create google webmaster account; install google analytics WordPress dashboard. Perform cross-browser testing of website for both mobile and desktop.
- Perform cross-browser testing of website and SEO analysis.

## Software and Technologies





## Project Phases

- **Planning and Design**

Collaborate with **LPDAM** to establish conceptual outline of new site design and layout. Install and configure WordPress theme; Determine page flow, site navigation, categories, color scheme and font styles.

- **Build-out and Implementation**

Install WordPress 4.9.8, configure pages, widgets, global settings, blog location, user accounts, and media attributes.

- **Website Launch and Testing**

Publish website, perform cross-browser testing. Run Google PageSpeed to analyze site response and correct any performance issues.

- **Project Conclusion**

Deliver manual and provide overview of site management and functionality. Deliver spec sheet of site technical information including passwords and software versions.



## Schedule & Fees

The cost for Milltown Web Design to design the **Licensed Private Detectives Association of Massachusetts, Inc.** website is **\$3,640**.

This price does not include any required third-party services, including web hosting, domain name registration, site backup or other ancillary fees related to but not exclusive to the development of the website.

## Time & Costs

	Task	Hours	Total	Comments
Website design/Development	Information gathering, design strategy and project schedule.	6.0	\$390.00	
	WordPress installation and configuration.	6.0	\$390.00	
	Theme development, page creation, plugin installation, widget placements.	12.0	\$780.00	
	Front page hero creation, callout/tagline placement, page element development, content organization, footer configuration.	8.0	\$520.00	
	Content development, image editing, text styling, color scheme, service outline, photo gallery, contact form.	10.0	\$650.00	
SEO	Google My Business Page; photo cropping/uploads, tags, content; YouTube channel creation, video tagging, indexing.	6.0	\$390.00	
	Site titles, content keywords, Google indexing.	8.0	\$520.00	
Total		56.0	\$3640.00	



## Getting Started

Project requires a non-refundable initial down payment of 50%, made payable to Milltown Web Design. In addition, a representative of **Licensed Private Detectives Association of Massachusetts, Inc.** should sign below to validate the terms of this agreement and to indicate a good-faith intention to proceed with the project in accordance with the terms listed above.

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**Licensed Private Detectives Association of Massachusetts, Inc.**