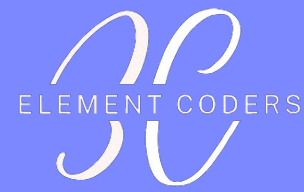


## Website Design & Marketing

September 2023  
For:- Yogamrit



# Agenda

01

Prototype

02

Design & Development

03

TimeLine

04

Requirements

05

Annual Maintenance terms

# 01 PROTOTYPE

# Summary



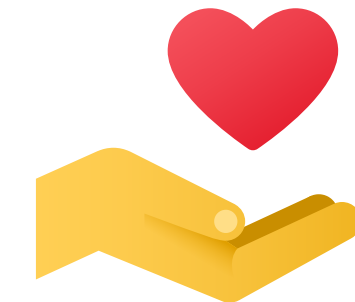
## Time Line

In this phase, we'll plan the strategy & structure of the application & define all the tasks needed to be completed with specified timeline.



## Target

Design of the front side of website, As per client Requirement



## Benefit

This phase can reduce the problems regarding Tech errors & help us to understand clients need & expectations,

# Pages

Home

Services

About  
Us

Courses

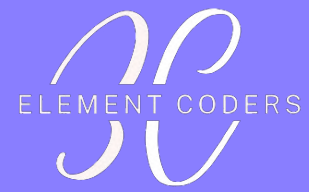
Contact  
Us

Terms  
of  
Service

Privacy  
Policy

Refund  
Policy

User  
Dashboa  
rd



## 02 Design & Development

# Admin Panel Features

Publishing  
Tools

User  
Management

Posts &  
Pages  
Management

Media  
Management

SEO  
Optimization

User  
Management

LMS

Payment  
Gateway  
Integration

E-commerce  
Management

# 03 PROJECT TIMELINE

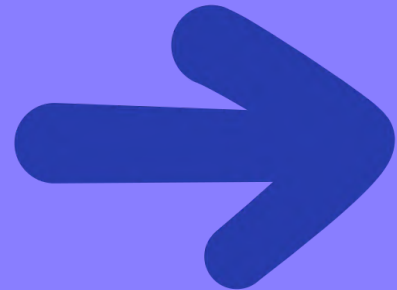




## Prototype

In this phase, we'll plan the strategy & structure of the application & define all the tasks needed to be completed within the specified timeline. This time is used to plan the time & resources that will be needed to be utilized during the development.

Design of the front side of the application will be developed during this timeline. After the approval of the design & wireframe we'll move to the development part.



## Frontend & Backend Development

The design & development of the application will be going along together. So, the front design part of the application will be designed within this phase.



## Testing, Improvements & Updates

Testing of the application on all three platforms will be achieved during this timeframe. All the security testing & auditing will be completed during this phase.

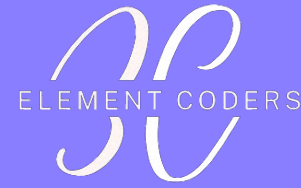
# Total Timeframe - 25-30 Days

# Comparison

Points	Laravel	WordPress
<b>Costing</b>	Expensive	Pocket Friendly
<b>Performance &amp; Use</b>	high-performance, secure, and scalable	easy-to-use and flexible
<b>Scalability</b>	Laravel can handle more traffic	WordPress Can handle max 1Million traffic Using a Business Domain
<b>Maintenance costs</b>	Require maintenance	Require less maintenance
<b>Security</b>	Laravel comes with a number of security features	WordPress is not as secure as Laravel

## 04 Requirements

- Domain credentials
- Content (Images & details)
- Logo
- Refund & Terms content



## 05 Annual Maintenance terms

- Annual Maintenance terms

1. Graphics & Animation Updates – adding, editing, and sizing any pictures/animations to the existing website that fall under the scope of the layout or actual design of the existing website.
2. Website Content Updates – adding, editing, and/or removing any text or copy on the existing site including any articles, reports, contact information, and product or service description.
3. Script / Program Updates – adding, editing, removing, and installing any scripts, programs, or software to the existing website can be done under the scope of this contract provided it does not change the overall design or look of the site by more than 30%. If this will change the existing website more than 30% then it would fall under the scope of a New or Redesign Contract.
4. Services We Offer
  - We'll monitor your web site intermittently and upon your request.
  - We'll check for and fix any broken links.
  - We'll check for poor or fading images and replace as required.
  - We'll remain in-touch with your server(s) and inform you if any server changes are important to your account.
5. Complete Monthly Backups – Each month your existing website will be backed up and saved to our local server.

- What is not included in the Website Maintenance Contract

1. Re-design of site – the scope of this contract is limited to maintenance and does not allow for complete or partial redesign of the existing site.
2. Website Marketing – The scope of this contract does not include making any changes to existing Meta tags, Alt-tags, Titles, Keywords, or Page Descriptions. These tasks fall under the scope of Search Engine Optimization and require a different contract.