

Website Design & Development Proposal

To,

Sainik School,

Mandsaur (M.P)

Website Objectives

The purpose of the Organization website is to provide an online presence of the **Sainik School** name and to allow visitors to see our specialty on site.

Design

There are certain key design features that will be built into the overall design and each will need to be approved by the client before the final design is accepted. Those features are:

- **Logo** – Because **Sainik School** currently has a logo, the client will provide their own font to Kaivalya techno soft to be used on this project or Kaivalya techno soft will match the font as closely as possible.
- **Navigation** – One of the most important elements of any site, it will be particularly important to create a navigational system that maintains the overall feel of the site while making the site intuitive to navigate.
- **Colors** – The design will be built around a coordinated color palette that will provide the professional and elegant look desired by the client while maintaining the cohesiveness of the website.
- **Fonts** – The fonts' family, size and color combine to maintain a professional and cohesive feel.
- **Images** - Photos, graphics and individual product images will be submitted by the client and may be modified in Photoshop to meet the overall design requirements of the site.
- **Layout** – The design must take into account the content that will appear in the site to ensure its usefulness and readability. Certain elements will need to be highlighted more so than others, so Kaivalya techno soft will work with the client to determine what the best layout should be.

- **Overall** – Once all the elements are pulled together, the client will determine if the design meets their needs and those of their users.

Content

For the initial phase of development (the online presence), **Kaivalya Techno Soft** will work with the client to create content for the following pages:

- **Home(Dynamic)** – This page will be the starting point for most, if not all, users, and so will need to provide the broadest amount of information while maintaining a clean and professional appearance.
- **About us** – Clients will provide information regarding the history of or other appropriate information regarding their company or organization and many more pages which are mentioned below.
- **Principal Message**
- **Director Message**
- **Mission**
- **Vision**
- **Trustees Messages**
- **Facilities**
- **Categorized Photo Gallery (Dynamic)**
- **Video Gallery (Dynamic)**
- **School Leaving Certificate (Dynamic)**
- **CBSE Affiliation Circulars**
- **Toppers List(Dynamic)**
- **Admission Procedure Details**
- **Fee Structure**
- **Admission Form(Dynamic)**
- **News(Dynamic)**
- **Vacancy(Dynamic)**
- **Admin Panel(Dynamic)**
- **Contact Us(Dynamic)** – Contains contact information for the client along with a link to the Information Request form.

Dynamic pages are those pages whose content(images, text, videos, etc.) can be modified/changed by client without need of technical knowledge using a simple GUI editor.

Static Pages are those pages whose content remains static though the time i.e. do not change.

Technologies :

Web Hosting Platform - wordpress

Web Development – wordpress ; **Database** – MySQL

Others:

SEO Friendly Website; Free Google Webmaster SEO; Social Media Service(Facebook, Google Map)

Yearly Maintenance (Optional)

Service	Unit Price	Frequency	Total
Website template	1	-	5000
Payment gateway integrations	1	1 Year	3000
Website development Charges	-	-	22000
Website Hosting	-	-	4,500
Total Amount			34,500/-

Terms & Condition* - We do provide 3 (Three) Updations per year like that any text content and image changes free of cost which means static changes will be free.

Note* - Domain and hosting charges will be chargeable yearly and it varies on the price of the dollar

Director

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