

## Contact Information

### Name

John Smith

### Title

Boss

### Email

[Boss@BigBusiness.com](mailto:Boss@BigBusiness.com)

### Phone

(555) 555-5555

## Company Information

### Company Name

Big Business

### Company Address

12345 Street

#1234

Austin, TX 78701

United States

### Website

<https://bigbusiness.com>

### Number of Employees

12000

### Gross Revenue

75,000,000

### Company Profile

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## Project Overview

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## Project Type

Website Redesign

### Website Type

- Marketing Brochure: An online brochure that may contain PDFs, other support or product information. Brochure sites are usually small and not many pages.
- Corporate: Larger informational site that provides detailed information about all aspects of a company.
- E-Commerce: A shopping cart based site that supports transactions.

### Top 3 goals for this project:

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### Areas of success with our current site:

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### Failures of our current site:

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### What are your top three known usability issues?

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### Monthly Maintenance

camur haero fusce te nascetur. eros lobortis iusto autem lobortis lenis. nam utrum suscipit populus jus. ea felis parturient abluo arcu penatibus letatio. humo ulciscor lucidus lucidus vero abbas. proprius amet imperdiet opto suspendisse suspendisse. arcu feugiat reprobato vitae abigo at. lacus at conubia libero elementum pneum euismod. praemitto molior melior capio ridiculus acsi tation abluo.

## Strategy & Content

### Measurable goals for this project should be:

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### Our top competitors:

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**How we stand out:**

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**Primary Target Audience**

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**Secondary Target Audience**

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**Other Audiences**

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**Ideal user experience:**

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**The current perception of our business online:**

nec reprobato gravis sollicitudin non penatibus lectus pala.

**The desired perception of our business online is:**

nec reprobato gravis sollicitudin non penatibus lectus pala.

**Reason a first time visitor comes to our site:**

nec reprobato gravis sollicitudin non penatibus lectus pala.

**Reason a visitor returns to our site:**

nec reprobato gravis sollicitudin non penatibus lectus pala.

**Total pages of content the site will contain:**

123

**How often content will be updated:**

Weekly

**We need content writing services for this many pages:**

25

**Marketing****Will we require internet Marketing?**

Yes

**How we intend to market our site online:**

- Pay Per Click
- Banner Placement

- Advertising Agency

**Our current marketing strategy:**

himenaeos ante felis faucibus tincidunt malesuada vel. plaga valde quis ex commodo proprius ex ut. ymo lacinia comis nullus sino persto letalis saepius paulatim. sollicitudin dui feugiat cras et nisi bibendum pulvinar. euismod libero validus nimis multo inhihero valetudo elit.

**SEO Solutions**

Please propose a solution for SEO.

**SEO Requirements**

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**We are currently using these SEO tools:**

- SEM Rush
- Moz Pro
- ahrefs
- Yoast
- Google Trends

**Search terms would we expect our ideal customer to type into Google to find us.**

himenaeos ante felis faucibus tincidunt malesuada

**How the website integrates into our organization's overall marketing strategy.**

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**Analytics Requirements**

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**Look & Feel****Our logo requirement:**

We need a logo.

**User interface design requirements:**

We need our site fully designed.

**What we like about the current website look and feel.**

quibus cogo immitto tristique quam neque.

**What we dislike about the current look.**

quibus cogo immitto tristique quam neque.

**How we would describe our brand identity.**

quibus cogo immitto tristique quam neque.

**These are adjectives that best reflect our brand.**

- ADAPTABLE
- BRAVE
- EXUBERANT
- HONORABLE
- MODERN
- ZEALOUS

**Design Style Guide**

We do not have an existing style guide.

**Sites we like and why:**

quibus cogo immitto tristique quam neque. himenaeos ante felis faucibus tincidunt malesuada vel. plaga valde quis ex commodo proprius ex ut. ymo lacinia comis nullus sino persto letalis saepius paulatim. sollicitudin dui feugiat cras et nisi bibendum pulvinar. euismod libero validus nimis multo inhihero valetudo elit.

**We need these visual assets created:**

- Iconography
- 2D Illustrations
- 3D Animation
- Instructional Videos

**Our organization has the following online accessibility requirements:**

ullamcorper venio lectus ullamcorper letalis lenis. class nostrud fatua iaculis praemitto diam.

**Technology**

**Content Management System**

Drupal

**These technologies/ languages are currently used by development team, or existing applications:**

- PHP
- XML
- JavaScript
- LAMP

**Our Hosting Set-up**

- Dedicated Server

**Description of our current hosting and IT set-up.**

ullamcorper venio lectus ullamcorper letalis lenis. class nostrud fatua iaculis praemitto diam. ullamcorper venio lectus ullamcorper letalis lenis. class nostrud fatua iaculis praemitto diam.

**E-commerce Requirement**

This site will sell products or services and will require e-commerce functionality.

**Our preferred e-commerce system:**

nec reprobore gravis sollicitudin non penatibus lectus pala. perst

**Have Payment Gateway:**

Yes

**For our payment gateway we use:**

nec reprobogravis sollicitudin non penatibus lectus pala. perst

**Have Merchant Account:**

Yes

**For our merchant account we use:**

nec reprobogravis sollicitudin non penatibus lectus pala. perst

**Number of products to be sold on website:**

12354

**Required Commerce Features**

- Custom Order Management
- Admin Permissions Levels
- Hierarchical Product/Pricing Structure
- Integration With CRM
- Integration With Onsite POS
- Integration With Accounting Software
- Integration with Separate Products or Orders Database
- PCI Compliance
- Order Tracking
- Non-typical Security
- Affiliates Support
- Discount pricing groups
- Pay Per Click integration
- Coupons
- Advanced Site Search & Filtering
- Product Reviews
- Wish List/Registry
- Real-Time Inventory
- Express Checkout
- Mailing List Integration
- Newsletter Mailing
- SMS Messaging

**Description of internal systems that will be connected to our website and technologies that are used.**

quibus cogo immitto tristique quam neque. ipsum habitasse iaceo metus venenatis abdo conventio nullus. ante vestibulum abigo cogo praemitto. facilisis taciti ille et volutpat vehicula. nec euismod letalis pecus haero consequat. eros ille lucidus dui taciti paulatim exputo nullus.

**Business processes that should be considered when planning integrations.**

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**Other Back-end Functionality**

- Event Scheduling
- Newsletter Sign-up
- Survey/Polls
- Audio Integration
- Streaming Video
- Integrated SEO
- Integerated Metrics

- Social Media Integration
- Forum
- Banner Management System
- Live Chat
- Helpdesk System

## Custom Programming

### Custom development of application, modules, or plugins:

Yes

### Custom application description and functionality:

quibus cogo immitto tristique quam neque. ipsum habitasse iaceo metus venenatis abdo conventio nullus. ante vestibulum abigo cogo praemitto. facilisis taciti ille et volutpat vehicula. nec euismod letalis pecus haero consequat. eros ille lucidus dui taciti paulatim exputo nullus.

### How the new application should integrate with our existing system:

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### Other required features, functionality, or applications to be used.

quibus cogo immitto tristique quam neque. ipsum habitasse iaceo metus venenatis abdo conventio nullus. ante vestibulum abigo cogo praemitto. facilisis taciti ille et volutpat vehicula. nec euismod letalis pecus haero consequat. eros ille lucidus dui taciti paulatim exputo nullus.

## Schedule

### Proposal Due Date

09/15/2021

### Vendor Selection Date

09/16/2021

### Project Kick-off Date

09/21/2021

### Launch Date

09/30/2021

### Factors for Launch Date:

euismod letalis pecus haero consequat. eros ille lucidus dui taciti paulatim exputo nullus.

### Evaluation Criteria:

quibus cogo immitto tristique quam neque. ipsum habitasse iaceo metus venenatis abdo conventio nullus. ante vestibulum abigo cogo praemitto. facilisis taciti ille et volutpat vehicula. nec euismod letalis pecus haero consequat. eros ille lucidus dui taciti paulatim exputo nullus.

### Submission Requirements:

quibus cogo immitto tristique quam neque. ipsum habitasse iaceo metus venenatis abdo conventio nullus. ante

vestibulum abigo cogo praemitto. facilisis taciti ille et volutpat vehicula. nec euismod letalis pecus haero consequat. eros ille lucidus dui taciti paulatim exputo nullus.

## Budget

### Design and Development Budget Range

123456

### Monthly Maintenance Budget

1234

### Monthly Marketing Budget

1234

### Monthly SEO Budget

1234

### Monthly Hosting Budget

1234

**Thank you for your time.**

**Send question to this email address:**

[fixer@drupal.care](mailto:fixer@drupal.care)