

RICHHYLTON.COM

Prepared For Kahadeija Baines

Week 45 of 52 – November 4, 2018

PROPOSAL FOR: CheckPlus Media

CURRENT SITUATION

CheckPlus Media would like to update their hosting and website, deijas411.com to have the infrastructure and capabilities allowing staff to easily manage client websites built on their network.

This Deijas411.com project initially started as a way to directly engage with fans and collect subscribers of Deijas 411 Media and Kahadeija Baines.

The current site is perfect for branding purposes, but lacks the simple systems required to

- manage multiple users
- manage multiple themes & plugins
- update WordPress Core & Database sitewide
- manage backups & security threats
- build custom websites with essential SEO, content delivery, caching, and web-marketing principles in mind

As the agency grows becomes more sophisticated in acquiring clients and retaining them longterm, it is imperative that CheckPlus Media launches a Client Management department with both Web Development and Web Marketing capabilities before the end of the year.

The main desire urging these updates comes from CheckPlus Media's newest client Dr. John Patrick Welch MD, their requirement for a HIPAA compliant website along with Kahadeija Baines' specifications in SEO (Google Ranking), WordPress Multisite and whatever else is necessary to manage Dr. Welch's web assets.

CheckPlus Media is a successful branding agency that is expanding into web development and advanced web marketing (including SEO and list management) and **is open to building a new client management system that will allow for better client attraction, service, and retention.**

RICHHYLTON.COM

OBJECTIVES

The objectives of this engagement include, but are not limited to:

- Update CheckPlus Media's web hosting and website channel <https://deijas411.com> with a more elegant and corporate feeling design **PLUS** add a robust system for quick website creation
- Install a simple solution that assists in multi-website management.
- Setup an easy to use e-mail auto-responder for customer orders and abandon carts
- Update all product images to a higher, more appealing, visual standard.

METRICS

Progress toward the objectives will be measured by:

- Completion of a more elegant website design (month 1)
 - Adding functionality to assist in client management (CRM system)
 - Customizing e-mail auto-responder for clients and subscribers
 - Additional metrics are outlined in the plan, based on options listed below
-

RICHHYLTON.COM

VALUE TO CheckPlus Media

The value of this project appears to be multifold, including:

- Growth of the Checkplus Media's capabilities in sales and client management.
 - Opportunities to attract and retain better future clients
 - Opportunities to expand and grow the organization further
-

TIMING

We are able to begin within a week of your approval. Our relationship is month-to-month. There are no contracts.

We anticipate hitting many of the objectives within the first 30 days, which is a reasonable expectation, barring unforeseen developments.

RICHHYLTON.COM

YOUR CHOICE OF 2 OPTIONS

The options listed below are recommended just for you. Each option is based on the degree of help and participation you desire.

1. Updated Web Hosting and Web Management System of <https://deijas411.com>

- a. Add Multisite Support
- b. Install essential tools for advance web marketing capabilities
- c. Install essential tools for client account management

2. On-Demand Support

- a. *Next 2-business day turn around for emergency updates*
- b. Access to your own private support specialist

Note: You will also enjoy ongoing access to our time and assistance, on a bi-monthly basis.

Please schedule consultation calls 1 week in advance.

RICHHYLTON.COM

JOINT ACCOUNTABILITIES

You would be responsible for internal scheduling, reasonable access to key personnel, and reasonable access to past and current documentation (including logins) that would aid the project.

TERMS AND CONDITIONS

We never assess an hourly or daily fee. You should not have to make an investment decision every time our assistance may be needed.

We are on retainer after project completion to serve you and meet the objectives outlined above.