

# PROPOSAL

## For 2A Pharma

Proposal regarding redesign, content maintenance and optimization of websites powered by WordPress.



## Summary

- ⌘ Fixing of bugs
- ⌘ Performance *(goal 80% and higher)*
- ⌘ Design changes *(wireframe first\*)*
- ⌘ Newsletters
- ⌘ Contact form

**11.000 - 20.000 Dkk**

*All prices include VAT (25%).*

## Details

Because it is unclear how long it will take to fix small bugs and improve performance, the budget is floating. I am confident we will end up on the lower end.

**Fixing of bugs** contains all design, functional and responsive (supporting various screen sizes) problems. Another goal is to boost **speed - performance** of the website from current 10-20% to 80-99%. This will help with the exposure and discoverability of website at **Google** search engine.

\*Before I start to make changes I will make a **low-fidelity design** (references the attachments) so you can see a simple overview of changes I want to make. We can go over it together. Any major changes, suggestions and ideas should be presented in this step.

There will be functionality to **collect email addresses** of visitors if they fill in form/pop-up *(using MailChimp)*. Users will be able to **send emails** in *the Contact* section via an intuitive form.

**Changes and budget apply to both 2A Pharma site and 2N Pharma site.** *(2N Pharma doesn't require as much work, optimization and design changes as 2A Pharma)*