



## THE IBT ONLINE ONLINE GLOBAL PROGRAM #2 LOCALIZATION WEBSITES PROPOSAL: TWO INTERNATIONAL BUSINESS DEVELOPMENT WEBSITES TO GROW YOUR EXPORTS, SALES, BRAND AND BUSINESS

IBT Online customer name and address: Sample Proposal, \_\_\_\_\_

### INTERNATIONAL BUSINESS DEVELOPMENT BENEFITS

Two best-practice, optimally localized business development websites, designed with an international focus, and a predefined scope, so your company will be found, understood, and easy to do business with, in your target markets: \_\_\_\_\_

Your customer-centric websites, and future extensions, which you will own, will be built and managed for you, as per the Statement of Work (SOW) below, by IBT Online's team of international digital natives.

Your corporate website of reference: \_\_\_\_\_

### 12-POINT STATEMENT OF WORK

1. Your IBT Online Online Global Program, dated and signed.
2. Teamwork Project Management (TPM): set-up your TPM program and technical team, ensure organized, transparent and effective collaboration, the program management, changes and extensions, meet deadlines and achieve results.
3. Program kick-off MS Teams (with dial-in) video conference call (recorded): date \_\_\_/\_\_\_/\_\_\_\_ (mm/dd/yyyy), agenda, introductions, objectives, team, TPM introduction and presentation of the 3-month build program project roadmap to websites go-live, access, and next steps.
4. Content management system (CMS): WordPress (open-source), deployment, implementation, plug-ins configuration (not ecommerce), encrypted and secure, customer editing access.
5. Best-practice, optimal localization for each website:
  - 5.1. Customer deliverables: site map, content, keywords, brand guidelines, and graphics.
  - 5.2. Domain names: guidance on selecting ccTLDs, sub-domains and sub-folders.
  - 5.3. Search Engine Optimization (SEO): keyword research (competitor, target audience...), report, and implementation.
  - 5.4. Content: optimized, localized content, up to 12 pages (Home, Services, Products, Others) and 3,500 words (additional content: every 6 pages and 1,000 words is an 8-hour TPM ticket)
  - 5.5. Localization: currency, units, content.

- 5.6. Translations: qualified professional, best practice, subject specialist translation, and native review.
- 5.7. LUX: using your website of reference (no website re-design) for Local User eXperience (LUX), international focus, site map, architecture, branding, and responsive.
- 5.8. Build: front-end, back-end, metadata, tags, videos, downloads, Calls-To-Action, landing pages, embed tracking codes.
- 5.9. Links: corporate website homepage, backlinks, technical pages, ecommerce platform(s), country flags.
6. Testing: internal testing and quality assurance, client testing prior to the go-live.
7. SOW extensions: TPM ticket request, evaluation, licence fees, confirmation, work completion and report.
8. Reporting and analytics: customer dashboard set-up and access, own or separate analytics and search console accounts.
9. Program completion: go-live email, follow-up and review meeting.
10. Online Global satisfaction survey: feedback to serve you better.
11. Climate: IBT Online is committed to sustainable and climate-positive international business. Your Online Global best-practice, optimally localized business development website(s) are delivered with prepaid carbon offsets and renewable energy credits, so are sustainable and climate positive.
12. As our Client Success Technical Teams complete your website(s) programs, they will be well-placed to advise and propose Online Global:
  - 12.1. Website Management Programs (Support Desk, CMS maintenance, Hosting, Security, Geolocation, Cloud Back-up and Account Management) to ensure your website's optimized localized support, and performance.
  - 12.2. International Online Marketing (Search Engine Marketing, Social Media Marketing, and Reporting and Analytics) to launch and market your websites, increasing your traffic, engagement, conversions, and return on investment.

## BUDGET

The budget for your two best-practice, optimally localized business development websites is \$18,000. The budget for a TPM ticket is \$200 (may be adjusted) per hour, or part thereof. Budgets proposed are exclusive of all and any taxes. Plug-in fees are separate and payable directly by the client.

This agreement shall commence on \_\_\_/\_\_\_/\_\_\_\_\_ (mm/dd/yyyy) (the Commencement Date).

## GRANTS

IBT Online LLC. works together with US economic development agencies, to help US small and medium-sized manufacturers and professional services providers grow their exports. Financial assistance, grants, funds and/or support may be available for your Online Global programs, subject to US economic development agencies approval.

## INVOICE AND PAYMENT

For your i) best-practice, optimally localized business development websites is 50% at the Commencement Date, and 50% at the websites go-live date, and ii) TPM tickets are quoted and paid in advance. Invoices will be paid upon receipt by electronic transfer to the IBT Online LLC., bank account.

## CUSTOMER TERMS OF SERVICE

Signing and submitting this proposal constitutes agreement to the IBT Online Customer Terms of Service which can be found at <https://ibt.onl/customer-terms-of-service/>.

### Signed:

\_\_\_\_\_  
\_\_\_\_\_

**On behalf of:** Sample Proposal

### Signed:

John Worthington  
CEO

**On behalf of:** IBT Online, LLC.

This proposal is valid for 30 days, until the 06/11/2025.

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**online global**



INTERNATIONAL  
**TRADE**  
ADMINISTRATION



**online local**



**IBT Online and your IBT Online Online Global Programs  
are sustainable and climate positive**

Find out more at: [ibt.onl/about/sustainable-and-climate-positive](https://ibt.onl/about/sustainable-and-climate-positive)

