



THE IBT ONLINE ONLINE GLOBAL PROGRAM #1 LOCALIZATION SHOPIFY E-COMMERCE WEBSITE PROPOSAL: ONE INTERNATIONAL BUSINESS DEVELOPMENT SHOPIFY WEBSITE, TO GROW YOUR EXPORTS, SALES, BRAND AND BUSINESS

IBT Online customer name and address: Sample Proposal, _____

INTERNATIONAL BUSINESS DEVELOPMENT BENEFITS

One Shopify (IBT Online is a Shopify Partner) ecommerce best-practice, optimally localized business development website, with a scope driven by your needs and objectives, designed with an international focus, so your company will be found, be understood, be easy to do business with and sell online in your target market: _____



Your customer-centric website, and future extensions, 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: _____

13-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 4-month build program project roadmap to website go-live, access, and next steps.
4. Ecommerce Platform: Shopify deployment, Shopify Theme set up and configuration, selected Apps set up and configuration, with customer editing access.
5. Best-practice, optimal localization for the website:
 - 5.1. Customer deliverables: site map, content, keywords, brand guidelines, graphics/imagery, ecommerce requirements and integration requisites (to be determined during ecommerce specification).

- 5.2.** Domain names: guidance on selecting Country-Code Domain Names (ccTLDs), sub-domains and sub-folders.
- 5.3.** Search Engine Optimization (SEO) for top-level pages: keyword research and implementation of keywords in H1, URLs, titles and descriptions.
- 5.4.** Content: optimized, localized content in the initial build: up to _____ pages (Home, Services, Others), _____ product pages, and _____ variations (SKUs).
- 5.5.** LUX: using your website of reference (no website re-design) for Local User eXperience (LUX), with international focus, site map, architecture, branding, and responsive.
- 5.6.** Build: front-end, metadata, tags, videos, downloads, Calls-To-Action, landing pages, embed tracking codes.
- 5.7.** Integrations: Set up and configuration of the following Apps is included
 - 5.7.1.** Payment System Integration
 - 5.7.2.** Shipping System Integration
 - 5.7.3.** Inventory Management
 - 5.7.4.** Tax Configuration
 - 5.7.5.** Analytics and Reports
 - 5.7.6.** Discount and Coupon Management
 - 5.7.7.** Product Reviews
 - 5.7.8.** Blog platform, incl. 5 posts
 - 5.7.9.** Dynamic product filters
- 6.** SOW extensions: Additional Apps and integrations can be offered based on client requirements at an additional fee, subject to a TPM ticket submission, approval, and payment.
- 7.** Links: corporate website homepage, backlinks, technical pages, other ecommerce platform(s), country flags.
- 8.** Testing: internal testing and quality assurance, client testing prior to the go-live.
- 9.** Reporting and analytics: customer dashboard set-up and access, own or separate analytics and search console accounts.
- 10.** Program completion: go-live email, follow-up and review meeting.
- 11.** Online Global satisfaction survey: feedback to serve you better.
- 12.** 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.
- 13.** As our Client Success Technical Teams complete your website(s) programs, they will be well-placed to advise and propose Online Global:
 - 13.1.** Website Management Programs (Support Desk, CMS maintenance, and Account Management) to ensure your website's optimized localized support, and performance.

13.2. 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 ecommerce best-practice, optimally localized business development website is _____.

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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www.ibt.onl

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

