



THE IBT ONLINE ONLINE GLOBAL WEBSITE DESIGN PROPOSAL: BEST-PRACTICE, OPTIMALLY LOCALIZED USER EXPERIENCE (LUX) WEBSITE DESIGN, TO GROW YOUR EXPORTS, SALES, BRAND AND BUSINESS

IBT Online client name and address: Sample Proposal, _____

INTERNATIONAL BUSINESS DEVELOPMENT BENEFITS

Best-practice website design, considering Localized User eXperience (LUX) so your company website(s) will be found (higher traffic), be understood (improved engagement), and be easy to do business with (boosts conversions), as well as communicating your brand's personality, voice, and values, for your localized and global target markets.

Your website design, which you will own, will be designed for you as per the Statement of Work (SOW) below, by IBT Online's international digital team, incorporating: Your Online Global website design brief and brand identity, Information architecture, User flow, Site navigation, Visual hierarchy, Functional and responsive design consideration for User Interface (UI), Call-to-action buttons (CTAs), Web forms, Animation, Optimised Imagery, Videos and Accessibility.

Your corporate website of reference: _____

12-POINT STATEMENT OF WORK

1. Your IBT Online Online Global Website Design Program, dated and signed.
2. Teamwork Project Management (TPM) and kick-off MS Teams meeting are covered by your # Localization Website Proposal(s).
3. Timeframe: 6-week website design program, from the kick-off MS Teams meeting.
4. Online Global Design
 - 4.1. Website design brief questionnaire presented to and reviewed with the client
 - 4.2. Client completes the design brief questionnaire
 - 4.3. Competitor and aspirational website research and review
 - 4.4. User persona analysis
5. SOW extensions: TPM ticket request, evaluation, confirmation, work completion and report.
6. Sitemap: Creation and planning of home page, and secondary pages architecture and navigation.
7. Wireframes:
 - 7.1. Creation of layout for home page and secondary pages and revisions (x2)

7.2. Considering User Experience (UX) and buyer's journey optimization

8. Designs:

8.1. Create home page design concepts and revisions (x2) based on best practice design

8.2. Create five secondary page design concepts and revisions (x2)

8.3. Considering mobile responsive design optimization

8.4. Considering content management system (CMS) compatibility

9. Styles and banner images:

9.1. Define font style and color styles for visual elements of the site

9.2. Select individual main banner images for homepage and secondary pages only

10. Content: Use placeholder text and images to be utilised throughout the design. Any specific content to be supplied by the client (text and media).

11. Design files: Provide completed design files to the development team.

12. Website design completion: MS Teams (with dial-in) video conference call (recorded), review of the development site for design integrity, sign-off, completion and liaising with the development team.

BUDGET

The budget for your one best-practice, optimally localized website design is \$10,000. 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.

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 website design is 50% at the Commencement Date, and 50% at the website design completion, and ii) TPM invoiced upon work completion, with TPM report. 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.

IBT Online LLC., 501 East Las Olas Blvd., Suite 200 and 300, Fort Lauderdale, Florida, 33301, U.S.A.
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

