

Website

Development Proposal



Website development proposal

Presented to: Mr. Haytham Ali
EL-Sheikh Zayed Specialized Hospital
Presented by: www.egygo.net

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Scope of work

Create a Bilingual **CMS** (Content Management System) solution (also known as Dynamic web site) for “EL-Sheikh Zayed Specialized Hospital”. This CMS will enable the Hospital staff to update, edit, delete or add pages to their web site on regular basis & custom designed by EgyGo Dot Net to match the Hospital's corporate identity scheme.

Our Profile

We provide professional web design services both on and off the Internet, with an attitude focused as much on our work we produce to reach the clients' satisfaction.

Our website design services cover everything from domain name registration and custom design to publishing your site on the World Wide Web and search engine registration with top search engines. Also, our service continues long after the initial launch of your site. With services including website hosting, updates to site promotion and custom web application development and Content management systems (CMS).

With experience in the development & management of big projects like masrawy.com, mashy.com & eftekasat.net, you can rely on EgyGo for all your continuing website Design, development & online management needs.

Design Methodology

Web Site Design

Web page design is constrained unlike paper based designs we have to make sure that a page will load fast. To optimize the speed versus the graphical content we use iterative design. In this mode of design we start with a design and check its size, if it is not acceptable we change the design and repeat these steps. This takes more time and effort but will insure that the final site design is very close to optimal.

The saying “You never get a second chance to make a first impression” applies to web sites this is why the first page will be the most graphical of all the pages.

Interior pages will have very similar page layouts in terms of geometry and graphics used. This will insure faster page loading since a picture that was loaded in a previous page will load from the computer memory of the visitor not from the Internet and will thus be faster. We will thus try to reuse layouts and graphics where appropriate. This will improve overall site loading speed.

Reference List

Some of our experience includes the participation of the development & management of major Middle Eastern websites & portals, some of those websites include:



www.eftekasat.net:

Eftekasat network, the online home for thousands of members from around the world. For over five years, eftekasat has been dedicated in making the stay of our members the most enjoyable and informative experience, with plenty of jokes, music, video clips, movies, sports, discussions, and much more, You will surely find the entertainment you want, all with a helping hand and a friendly advice in a family atmosphere.

EgyGo Dot Net is the owner of **eftekasat.net**.



www.ranaa.net

RANAA is based on the principals Arab CSOs agreed on in their common declaration. These principals are mainly the following :

RANAA has decided to establish an Interim Secretariat, for a three year period, in order to concertize the Tunis Workshop recommendations and to execute its decisions according to the following Mandate adopted by the participants. The interim secretariat has prepared some elements as a charter draft and internal rules.



www.symbios-consulting.com

Symbios Consulting is a multi national company based in England that has been born from experience gained in other Six Sigma, Lean and Supply Chain Management consultancies and companies. The company has harnessed this experience, of the good and the bad, to create a business which really can help companies through improvements in their products and services.

www.dearguest.com

Dear Guest (DG) Company successfully released its Business & Life Style magazine in 2002 which have clearly & rapidly found its way to be one of Egypt's best English magazines in the market. In addition of the normal coverage and articles that all other magazines in the market present, DG magazine focuses on all customer service related issues through its main chapters such as, Mystery shopping chapter, Enrich your Knowledge and all marketing & customer services articles. EgyGo designed & developed this website and manages it for them. We also currently write a fixed article for the magazine about the online presence in their printed issue.



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www.soli-int.com

Soliman International is an international firm that imports Egyptian furniture to the American Market. EgyGo Dot Com designed & developed this website.

www.why-fashion.com

why-fashion is a leader in feminine fashion. Located in Maadi and mainly works in imported clothes. EgyGo Dot Net designed & developed this website.

www.emec.com.eg

The Egyptian MUD Engineering & Chemicals Company (EMEC) serves the Oil drilling industry domestically and internationally. As a full service supplier of quality products and experienced engineering services, we endeavor to achieve total customer satisfaction. EgyGo Dot Net designed this website.

www.praiseteamegypt.com

Praise Team Egypt - A famous Christian quire in the Egyptian and Arabic world. EgyGo Dot Net designed & developed this website.

www.expoartegypt.com

Expoart specializes in ancient Egyptian works that are hand made. They offer Jewelers Boxes, Papyrus, Pen Holders, Temples, Wall Clocks and Special Designed items. EgyGo Dot Net designed & developed this website.

Also on our client list:

www.shakercenter.com

www.Gamalshaker.com

www.antonatalla-co.com

www.amrdiab.ca

www.basharghazawi.com

www.mahmoudkhaled.com

www.natural-vegs.com

Sites we are Hosting:

www.abusanbil.com

www.dgooogle.com

www.egymas.com

www.genuine-corp.com

www.ipbarabia.com

www.nscline.com

www.riccochem.com

www.sabongui-eg.com

www.shuttle-freight.com

www.mixology106.com

Sites we have participated in the development & design:

www.cinnabonegypt.com

www.nile-online.com

www.sharmelsheikhrealestate.com

The Content Management System (CMS) Website Design

Content Management System is a software that keeps track of every piece of content on your Web site. Content can be simple text, photos, music, videos, documents, or just about anything you can think of. A major advantage of using a CMS is that it requires almost no technical skills or knowledge to manage. Since the CMS manages all your content, you don't have to worry about it anymore! Our "**CMS**" will let you (or your staff) easily administer your website. Some of its features are:

- Most users can start using it with little or no training at all.
- The In line text editor makes content editing simple.
- Image management system.
- Upload images & files directly to you website. No need to use any softwares.
- Updating your site becomes fast & easy.
- Open or closed user registration.
- User groups & permissions.
- Get feed back and measure the opinions of your visitors.
- Easy to learn with an online help system.
- Fully web based: edit your site from any computer that is connected to the Internet!
- Allow or disallow visitors to add content to your site in areas you specify.

Our packages comes with the following modules:

- User group management (registration/login, groups, permissions... etc.)
- Mail form module (Contact us, feedback, survey.. etc)
- Polls module
- Site Map module (Automatically generating your site's "Site Map")
- Unlimited pages (we will provide 50 pages of initial data entry for each language)
- Exams module (For generating exams for your members or staff)
- FAQ Module (Q&A)
- File manager Module (Downloads)
- Photo Gallery Module
- Basic Search the website Module.
- Google search (web search engine in your site)
- Events Calender
- Basic Discussion board
- User management
- Web links directory management
- User submission system (Guest book, clients testimonials.. etc)

Our CMS Package will also include:

- ➔ Two "Custom designed" website that matches your corporate identity.
- ➔ 50 Pages of initial data entry for each language.
- ➔ Page statistics, to keep record of which pages your visitors & members visit more.

EgyGo.net Price:

Bilingual package: 16,650.00 LE

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Hosting Plan

Our servers are dedicated servers for EgyGo Dot Net and are located in The Planet data center (Texas USA). The Planet provides world-class hosting capabilities and are considered:

- Number one privately held server hosting provider in the world (second only to publicly held IBM)
- Fourth largest hosting provider of web sites (2.8 million)
- Serving more than 22,000 businesses worldwide
- Six wholly owned and managed state-of-the-art data centers containing more than 40,000 servers.
- Fully redundant Network Operations Center capabilities from two cities, 24 x 7 x 365 monitoring
- One of the industry's fastest, most robust networks (100 Gigabits/sec)

Our servers are also protected with Cisco firewalls for maximum security protection.

With our hosting plan you will get full hosting technical support for as long as your site is hosted on our servers.

Your bilingual website package includes:

- 5000 MB of web space
- 50 GB monthly data transfer
- Two custom Web-Design for you to choose from (Mirrored from English to Arabic)
- Domain Name Registration/Renewal
- Logo Design/Redesign/upgrade
- Full Advertising banner package design
- MySQL databases
- Full PHP & CGI support
- Unlimited Email accounts (within your allocated space)
- Unlimited pages (50 pages of initial data entry for each language)
- FTP access
- Urchin statistics
- Cpanel administration panel
- Phone & Email Support

*** Please note that the first year of your hosting plan is included in your main CMS software package price, for renewal this package will cost you 2,250.00 LE (Paid next year).*

Customer Support & Site Maintenance

We will supply you with the following:

- Unlimited Email Customer support
- Customer support by Phone, You can call us 5 days a week during our business hours (from 9:00 am to 5:00 pm).
- Our customer support team will supply you with unlimited technical support on items delivered by EgyGo Dot Net, that is as long as it's hosted on our servers, as a guarantee of our products.
- Our support DOES NOT include site management, design changes or extra data entry.

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Optional

- ◆ Additional site designs costs **2,490 LE** (having special design pages within your website).
- ◆ Any additional data entry page will cost **30 LE** per page (**Free if done by YOUR staff**). Bulk page entry (over 100 pages) can be negotiable.
- ◆ We will supply your staff (two persons) with full training for maintaining your web site. Any extra person that needs training will cost **300 LE** per person.
- ◆ Web site management (design, data entry...etc) will be negotiable & signed as a different contract (management contract).
- ◆ Flash animation for opening page for 30 to 45 sec will cost: **3,900 LE**
- ◆ An embedded flash banner for the front page plus 3 to 5 flash buttons will cost: **1,950 LE**

Newsletter Manager (Optional)

Our newsletter manager is made simple and professional. This powerful script provides a tool to manage your newsletters that you will need to send to your subscribers.

Some of it's features are:

- Multiple list management (Sending messages to multiple lists)
- Unique email sending (For anti-spam)
- Front-end Registration (within all your website)
- Sent Message Archive
- Statistics with Graphs
- Bounce Processing
- Black / White List for Email addresses
- Article Ordering in message
- Text Message Template's
- & more...

EgyGo.net Price:

4,490.00 LE

Help Desk Chat (Optional)

Our help desk solution provides your customer support with live help functionality that can be pro actively pushed to visitors of your site or requested by the consumer. Some of its features are:

- Unlimited operators.
- Unlimited departments
- Unlimited users.
- Live Support with visitors on your site in real time
- Proactive chat invites.
- Leave a message if no operators are available.
- Typing Preview to see what is being typed as it is being typed
- Chat Transcripts and Logging ALL conversations done by your staff.
- & more...

EgyGo.net Price:

2,490.00 LE

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Google Optimization (*Optional*)

Google optimization includes **5 keyword search terms** of your choice that we optimize the results to drive more traffic to your site. This process will be done on a three month period where we will closely monitor & analyze your site's statistics and send you reports on different aspects of your site's Google optimization work. Some of the work done includes:

- Article writing
- Article submissions
- PR campaign
- 3 months of maintenance
- Meta tags handling
- landing page optimization
- Optimize link structure & link text
- Analysis
- & more...

Some of our previous records for our clients are:

Search term: Egyptian Lifestyle Magazine

Result: Dearguest.com

Search term: Ras Sudr Resort

Result: Lahacienda-resort.com

Search term: Facility Management Egypt

Result: Eceta.net

Search term: Web Design Egypt

Result: Egygo.net & M3webz.com

Search term: big company in Egypt

Result: M3webz.com

EgyGo.net Price:

4,990.00 LE

E-Marketing

In the early days of the Internet, marketing used to be easy - a listing on Yahoo! very often being sufficient to guarantee a steady stream of targeted visitors to your site. These days though, the market has matured and promoting your site where it counts is now the domain of experts. Internet marketing is very often the forgotten element in a web project with budget set aside for the development of a site and little left over to promote it.

EgyGo Dot Net believes that marketing is just as important as the development of the site. After all, if you are starting a "bricks & mortar" business, it would still be necessary to advertise to become established – the same is true of an Internet business. In lights of that we will join you hand in hand to build traffic for your website.

EgyGo Dot Net will submit your site content to the major search engines available and over 100 web directories for **FREE**. We will also work out with you to optimize your site to gain the best results in your field (in Google, Yahoo, AltaVista, MSN.. etc) and as pointed out earlier, this is a long term partnership between your company & EgyGo Dot Net.

EgyGo Dot Net can also manage your company's marketing strategy according to your budget & needs on Google Adwords or any online advertising medium.

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Development Time line

The website will take 30 business days to be developed, that is from the date of signing the contract & receiving the down payment (*please read the Terms & Conditions below about time frame*).

The website development process will be divided on Four phases:

- **Phase One:** Pre-Production (Concept settings & data gathering)
- **Phase Two:** First design draft & modifications
- **Phase Three:** Final Production & development of the website
- **Phase Four:** Data entry & Launching of the web site
- **Phase Five (optional):** Online Marketing plan implementation & Google Optimization

Payment Method

- 50% down payment upon signing the contract.
- 25% Upon finishing & approval of phase three.
- 25% Upon the delivery & installation of the site (Launching).

Terms & Conditions

- This offer Expires in 4 weeks from receiving it.
- Any changes requested to the requirements document or the design document at any stage of the project development life cycle needs to be officially sent in writing to the project manager.
- For the EgyGo.net team to move from one phase to the next, it is mandatory that the client has approved the previous phase's deliverables where applicable and as indicated within the description of every phase. The time provided for approval depends the phase and the nature of the project. This will be agreed upon when setting the project plan with the project manager. If the client is delayed in approving a deliverable, then this will mean the implicit shift of the total project schedule and time line by the number of days of the delay and no penalties would be applicable for that delay. Approvals have to be sent via official channels agreed upon to the project manager. When the approval is received, the project manager will send a receipt notification to the client and if applicable, the project manager will inform the client of any change in the project time line.
- Client cooperation on delivering the required site contents and media will be a crucial element of fulfilling the time plan of developing the web site.
- EgyGo.net will *not* make sure that the site contents are free of any verbal and or language mistakes also EgyGo.net is not responsible of the site contents and will not be liable for any problems that might occur due to the presence of such contents on the Internet.
- Sales taxes is not included in above mentioned price (if applicable).
- Sales tax is exempted in Egypt.

Thank you

Thanks for your interest in doing business with EgyGo Dot Net. We hope that our development proposal meets your requirements and as you noticed we tried our best to make it suitable for your company's needs. If you have any questions, or would like to discuss a potential concern, please don't hesitate to contact us.

Looking forward for a prosperous co-operation with your company.

Regards,

Andoni Al-Khoury

Chairman

EgyGo Dot Net

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