



PROPOSAL KIT SAMPLE

SAMPLE ESTIMATE PACK DOCUMENT

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Estimate Pack is a set of pre-designed spreadsheets for estimating a variety of projects. The collection as a whole will meet many of your needs.

The spreadsheets are designed to facilitate fast and easy calculations for project estimates. These estimates can then be fine-tuned over time to become more and more accurate.



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WEB SITE ESTIMATE
 <<CustCompany>>
 <<ProposalNumber>>

Hourly: \$85.00
 Page Avg: \$225.00
 Maint: 12
 Tax Rate: 0.00%

Actual Hours:
 Actual Pages:
 (calculations include tax)

Total Page Estimate: 0
Total Time Estimate: 0.00
Total Price Estimate: \$0.00
Yearly Maint. Estimate: \$0.00
Yearly Maint. Time Est: 0.00

Payment Option 1: \$0.00 (up front)
 (pay up front, 10% off est.)

Payment Option 2: \$0.00 (up front)
 (3 payments) \$0.00 (on milestone 3)
 \$0.00 (on delivery)
Total \$0.00

Payment Option 3: 0.00 Time Estimate
 (hourly) 0.00 Max Time Billable

\$0.00 Actual Cost
 \$0.00 Estimated Cost
 \$0.00 Maximum Cost
 \$0.00 (up front)

Additional Fixed Costs: \$0.00

Storyboard and Spec Only: \$0.00

MAINTENANCE

Job Postings	0	1.00	\$0.00
Link Updates	0	0.25	\$0.00
Contest Updates	0	0.75	\$0.00
Social Networking Updates	0	1.00	\$0.00
E-Commerce Updates	0	4.00	\$0.00
Content Updates	0	1.00	\$0.00
Link Checking Reports	0	0.25	\$0.00
Web Position Reports	0	0.25	\$0.00
Press Releases/Events	0	0.25	\$0.00
Home Page Updates	0	0.25	\$0.00
Reviews/Testimonials	0	0.50	\$0.00
Credits	0	0.25	\$0.00
Web Log Reports	0	0.25	\$0.00
Affiliate Tracking	0	30.00	\$0.00

FIXED COSTS

Domain Registration (2 yr)	0	\$70.00	\$0.00
ISP Setup	0	\$35.00	\$0.00
ISP Hosting / year	0	\$300.00	\$0.00
Merchant Fees	0	\$15.00	\$0.00
Submit Service Fees	0	\$60.00	\$0.00
Press Release Fee	0	\$70.00	\$0.00
Photo License Fees	0	\$0.00	\$0.00
3rd Party License Fees	0	\$0.00	\$0.00
3rd Party E-Commerce	0	\$0.00	\$0.00
Hardware	0	\$0.00	\$0.00
Software	0	\$0.00	\$0.00
Outsourced services	0	\$0.00	\$0.00
Shipping	0	\$0.00	\$0.00
Yahoo! Guaranteed Review	0	\$199.00	\$0.00
Digital Id	0	\$400.00	\$0.00

Component	QTY	Est Time	Price	Time
Standard Pages	0	2.65	\$0.00	0.00
Minor Pages	0	0.75	\$0.00	0.00
ECommerce 1	0	3.00	\$0.00	0
ECommerce 2	0	4.00	\$0.00	0
ECommerce 3	0	15.00	\$0.00	0
ECommerce 4	0	20.00	\$0.00	0
ECommerce product pages	0	0.50	\$0.00	0
Access or MySql Database	0	8.00	\$0.00	0
QTVR Image (VR Image)	0	4.00	\$0.00	0
Assignment Photography	0	8.00	\$0.00	0
Word & PDF Documents	0	1.00	\$0.00	0
Web Cam	0	1.00	\$0.00	0
Hardware/software Setup	0	2.00	\$0.00	0
Training	0	2.00	\$0.00	0
Auto-responder	0	1.00	\$0.00	0
Automated Submit Service	0	4.00	\$0.00	0
Exhaustive Top 10 Submit	0	8.00	\$0.00	0
Press Release Service	0	2.00	\$0.00	0
Audio / Video Clip	0	3.00	\$0.00	0
Software Downloads	0	0.50	\$0.00	0
InstallShield Install	0	8.00	\$0.00	0
Install for the Web Install	0	8.00	\$0.00	0
Flash Splash Page	0	8.00	\$0.00	0
Flash Navigation Page	0	24.00	\$0.00	0
Dynamic Content	0	3.00	\$0.00	0
Intranet Setup	0	3.00	\$0.00	0
ShockWave	0	60.00	\$0.00	0
Programming				
Image Randomizer	0	0.25	\$0.00	0
Web Ring	0	8.00	\$0.00	0
Monthly Wallpaper	0	5.00	\$0.00	0
Monthly Tips	0	1.00	\$0.00	0
Newsletter Signup	0	1.00	\$0.00	0
Secure Login	0	2.00	\$0.00	0
XML Programming	0	2.00	\$0.00	0
Cookie Management	0	2.00	\$0.00	0
EPostcards	0	2.00	\$0.00	0
Fax Form	0	2.00	\$0.00	0
Automated Specials	0	2.00	\$0.00	0
Automated Search	0	2.00	\$0.00	0
Link Exchange	0	1.00	\$0.00	0
Colored/Texture Background	0	0.00	\$0.00	0
Custom Imaging	0	1.00	\$0.00	0
Animated GIFs	0	0.25	\$0.00	0
Monthly Contest	0	2.00	\$0.00	0
Password Protected Login	0	4.00	\$0.00	0
Integrate with Web App	0	1.00	\$0.00	0
Search Engine Rank Report	0	0.25	\$0.00	0
Link Testing Report	0	0.25	\$0.00	0
Spell-check of Site	0	0.00	\$0.00	0.00
Testing Site	0	0.00	\$0.00	0.00
Competitive Analysis	0	3.00	\$0.00	0
High Content Writing	0	8.00	\$0.00	0
Social Networking Setup	0	8.00	\$0.00	0
Custom 12 Image Screensaver	0	8.00	\$0.00	0
Custom 24 Image Screensaver	0	14.00	\$0.00	0
Inlay Design	0	3.00	\$0.00	0
Setup Robot.txt file	0	0.25	\$0.00	0
Extra Keyword Splash Page	0	0.25	\$0.00	0
Creation of Storyboard	0	0.00	\$0.00	0
Register Site & Domain	0	0.50	\$0.00	0
Custom Video Shoot	0	12.00	\$0.00	0
File Transfers	0	0.00	\$0.00	0.00
Doorway Pages & Submits	0	40.00	\$0.00	0
Affiliate Tracking	0	0.00	\$0.00	0
DBMS Design	0	0.00	\$0.00	0
DBMS Integration	0	0.00	\$0.00	0
P3P Compliance	0	0.00	\$0.00	0
Multilingual Support	0	0.00	\$0.00	0
Section 508 Compliance	0	0.00	\$0.00	0
Research and Design	0	0.00	\$0.00	0
Meetings	0	0.00	\$0.00	0
Prototyping	0	0.00	\$0.00	0
Animation/3-D Modeling	0	0.00	\$0.00	0
Custom 404 Error Handler	0	0.00	\$0.00	0
Anti-spam Protection	0	0.00	\$0.00	0
Anti-fraud Protection	0	0.00	\$0.00	0
Email Campaigns	0	0.00	\$0.00	0
Web Server Security	0	0.00	\$0.00	0

Legend:

Standard Pages vs. Minor:
E-Commerce 1-4:
E-Commerce Product Page

Standard pages are defined as your average web site page with text and graphics, minor pages are very basic pages typically taking less to create. Different levels of e-commerce support from a basic print and fax solution to a full blown integrated e-commerce system, defined by the developer. A more complex web page typically combining product information (text and graphics) and tied in to a shopping cart.

Other line items

Line items above are common components and tasks involved in many types of basic to complex web site development, you can change the line items as you see fit.

This estimate document is only included in the [Proposal Kit Professional](#) product.

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ProposalKit.com/htm/proposal-software-products.htm

