



## Profit Center Website Agreement

Prepared for:  
Dan Byers  
California Electric Supply Santa Barbara

Prepared by:  
David Huba  
3 Phase Promotions

# Cover Letter

Dear Dan,

Thank you for considering 3 Phase Promotions for your website design needs. You have made an excellent choice because 3 Phase Promotions works exclusively with profit centers meaning less upfront work is required - saving you time and money.

The following website design proposal lays out the work that will be done and at what cost. If you have questions, please feel free to reach out via email or phone.

Thank you!

*David Huba*

David Huba

3 Phase Promotions

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# Executive Summary

CES Santa Barbara maintains a strong reputation and presence in the electrical distribution industry and would like to continue growing its business by expanding its marketing efforts and enhancing its branding. To accomplish this, CES seeks a sleekly designed website that effectively communicates its value proposition thereby increasing credit applications for accounts and user portal registrations which can help electrical contractors keep their credit accounts current.

Additionally, serving a residential market means a significant portion of the profit center's business comes from COD sales. This website being developed will prominently feature products targeted to homeowners without credit accounts. The terms related to the creation of new product pages after the website's launch will be covered in the Hosting, Maintenance, Security, & Content Updates section. This website will also function as a knowledge resource that electrical contractors can be directed to either via web search or CES staff.

# Services

When working with 3 Phase Promotions, here's what you can expect in the design process:

## Planning Phase

- Creation of the site map
- Development of elements of the value proposition first introduced in the proposal
- Evaluation of current marketing content to ensure new content is on brand
- Determination of top key words and phrases to use in Schema Rich Text Formatting
- Consultation with PC manager and other stakeholders to align the vision for the website

## Development Phase

- New home and interior pages
- HTML, CSS, JavaScript compliance
- Content Management System (CMS) creation
- Installation of various WordPress Plugins
- Image Caching
- CMS configuration
- Optimization for mobile devices
- Submission of drafts for PC Manager Submission of drafts for PC Manager approval approval
- Schema Rich Text Formatting process implemented

## Testing and Beta Phase

- Code and browser testing
- Installation of Google Analytics, to capture site user data
- Putting the site to work to see how it handles video, images, text, and then making necessary adjustments

## Launch Phase

- New site host setup
- Domain Name System (DNS) transfer
- Going live and performance monitoring
- Site Backup completed and Site Kit exported
- Google Business Page updated to reflect new site URL

# Pricing

Name	QTY	Price
<b>3 Phase Marketing Package</b>		
Custom Wordpress Website Up to 24 Pages	1	\$14,000
Next Level N6210 Crewneck Tees with CES Santa Barbara graphic of choice	200	\$4,000
Plastic Business Cards Up to 10 employees at (100) each	1,000	
	Tax 8.75%	\$350
	<b>Total</b>	<b>\$18,350</b>

## Monthly Hosting

Hosting, Maintenance, Security, & Content Updates	\$175
SSL Certificate Encryption	Billed on the first day of each month
Web Application Firewall	
DDoS Protection	

Content Updates covers any changes to the content of the website.  
Additional product pages are limited to (2) per month.

## Billing and Schedule

CES Santa Barbara agrees to pay the first installment of the payment plan (\$3,175) to start. The payment plan billing will continue its monthly cycle from the point forward. After 6 months time, the flat fee for the website and promotional merchandise will be considered paid in full and only the monthly hosting fee of \$175 will continue in perpetuity.

A collaboration meeting will occur via teleconferencing or over the phone within 7 days of contract signing.

Once a plan has been established for the content of the pages, 3 Phase Promotions will submit a draft to the Profit Center Manager within 30 days.

The Profit Center Manager will have 7 days to review the website draft and request revisions. If no request for revision has been made in that time frame 3 Phase Promotions will send a follow up request. If no request for revision occurs in a three day window following the follow-up, the content will be deemed acceptable and the project will move into the Testing and Beta Phase.

Checks may be made payable to 3 Phase Promotions.  
Client will incur a credit card processing fee from Bonsai Payment Systems.

# Conditions

Prior to a contractual agreement, this proposal may be amended in consultation with the client, CES Santa Barbara, at the discretion of 3 Phase Promotions.

## Acceptance

By signing below, you accept this website design proposal.

3 Phase Promotions

CES Santa Barbara

*David Huba*

01/31/2025

David Huba

Dan Byers





COMING SOON