



Website Design & Development Proposal

Date: 10/01/25

Prepared for:

Scott McDowell
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Prepared by:

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Introduction

Loud Sky Media, LLC (hereafter known as the Provider) is pleased to submit a proposal for McDowell Insurance and Financial Services (hereafter known as the Client). This proposal describes the technology, services, terms, and schedule for the project.

Project Scope

The following features and services will be included in the project:

- **Homepage Design:**
 - This will be a landing page that directs people to either the insurance or the wealth management side of the company. The core of the content will be above the fold.
- **Insurance and Wealth Management Design:**
 - The overall structure of the pages will be consistent but with some color changes to indicate the section or side of the business that people are viewing.
- **Quote Request / Lead Forms:**
 - Integrate via the Agency Zoom API:
 - To send leads from the quote request forms to the CRM and send an email to a designated email address.
- **Website Design:**
 - Incorporate the existing logo but thicken the lines and text. Slight color modifications may be made for the new design.
 - Partner/Carrier logos will be displayed on the website.
 - Required disclosures and disclaimers will be included in the footer of every page.
 - Images of the office interior and exterior will be included in the website design.
 - Pages
 - Home
 - About
 - Partnerships
 - News
 - Auto
 - Auto Insurance
 - Motorcycle Insurance
 - RV and Motorhome Insurance
 - Boat, Wave runners, & Jet Skis Insurance
 - Golf Cart Insurance
 - Homeowners
 - Homeowners Insurance
 - Condo Insurance
 - Renters Insurance
 - Flood Insurance
 - Life

- Life Insurance
 - Universal Life Insurance
 - Whole Life Insurance
 - Term Insurance
- Key Person Insurance
 - Commercial Insurance
 - Get a Free Quote
- Request a Free Quote
 - Auto Quote
 - Home Insurance Quote
 - Auto & Home Quote
 - Flood Insurance Quote
 - Life Insurance Quote
 - Wealth Management
- Educational Workshops
- Contact
 - Message + Service Request
 - Schedule an Appointment
 - Insurance Claims
- **Content Management System:**
 - The website will utilize the WordPress CMS for easy access and content management utilizing a custom WordPress theme that will load fast and respond on any screen size.

Delivery Schedule

All efforts will be made to deliver a finished website within the desired delivery window which is 4 weeks from the date of the signed proposal and when the initial payment has been received.

Events that may delay final delivery or individual milestone delivery include:

- delays in receiving Client approvals
- delays in receiving Client feedback & revision notes
- delays in receiving partial payments to initiate project or individual completed phases
- delays in providing information or access to 3rd party accounts (hosting, merchant, etc).

Payment

Below is the payment breakdown:

Initial Payment (<i>prior to work</i>)	\$750
Final Payment (<i>upon completion</i>)	\$750

Excluding taxes, third-party account costs, or any other sundry costs (unless specifically stated within this document).

Important Notes:

If there are any deviations from this project scope that collectively require more than 30 minutes of time to complete, then timeline and cost may increase.

Approval

Agreement by both parties to confirm acceptance of the requirements, cost and schedule.

McDowell Insurance and Financial Services

Agreed _____, 2025 _____
Name: Scott McDowell

Loud Sky Media, LLC

Agreed _____, 2025 _____
Name: Don Jewell