



Proposal 20241111

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## WEBSITE DEVELOPMENT

### ABBHEY ROAD

The website is the first step in strengthening Abbey Road Programs' online presence as a leading educational program provider. It will serve as a dedicated showcase for your offerings, featuring engaging content that highlights your program's authority and helps generate new opportunities with prospective students and parents.

A high-quality website must be responsive and intuitive, designed to provide a seamless browsing experience while conveying organization and clarity—qualities essential for standing out in a competitive market. Additionally, a well-structured website also acts as a portfolio, showcasing your programs and achievements in a way that resonates with both students and parents, attracting interest and inquiries organically.

Our proposal is to develop a custom website for Abbey Road that is accessible, intuitive, and optimized to ensure maximum visibility for your programs and help you connect meaningfully with your audience.

### DEVELOPMENT FEATURES

- Responsive Site (mobile-friendly);
- User-Friendly URLs – Clean, code-free links;
- SEO – Search Engine Optimization;
- Customizable social media meta tags;
- Clean Design – Light visuals for easy reading and navigation;
- Integration with Google: Analytics, Search Console, PageSpeed Insights, and Tag Manager;
- Suggested: Use Cloudflare to enhance site speed;
- Suggested: Server with Litespeed Cache to boost site performance.

## CURRENT SITE STRUCTURE

- **Home**
- **About Us**
  - Our Mission
  - Why Choose Abbey Road
  - Team
  - Testimonials
  - Safety & Supervision
  - Jobs
- **Programs**
  - Summer Programs
    - Barcelona
    - Florence
    - Nice
    - St-Laurent-Du-Var
    - Cádiz
    - Paris
    - Rome
  - Pre-College Programs
    - College Prep
    - SAT/ACT Test Prep
    - Western Civilization
  - Language Immersion Programs
    - Spanish
    - French (Euro Village)
    - Italian
  - Adventure Programs
    - California Adventure
    - Hawaiian Adventure
    - Latin Village Miami
- **Apply**
  - How to Apply
  - Tuition & Dates
  - Scholarships
  - Application Process

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- **Resources**
  - Blog
  - Packing List
  - Travel Tips
  - Pre-Departure Info
  - FAQs
- **Contact Us**
  - Request Information
  - Schedule a Call
  - Contact Form

### SUGGESTIONS FOR THE NEW WEBSITE

Our suggestion for the new website is to focus more directly on the programs, with an emphasis on conversion. Additionally, we should design a structure that allows the website pages to function as landing pages for paid campaigns.

For content creation, we recommend working closely with an SEO specialist to ensure the best possible ranking within search engines. This would involve optimizing each page individually, targeting specific focus keywords to improve visibility and drive organic traffic.

By aligning the site structure and content with SEO best practices, we can maximize the website's performance both in paid campaigns and organic search results.

### INVESTMENT

- The total cost for the website development is €5.600,00 (\$5.936,00 USD based on the current exchange rate). This price is exclusive of VAT, as the client is based in the US.
- Payment Terms: 50% upon signing the contract and 50% upon delivery.

### DEVELOPMENT TIMELINE

- Website Development - 30 days (The timeline counts only business days):
  - 12 days for information, submission, design creation, and approval;
  - 18 days for website development, testing, reviews, and adjustments.

### CONFIDENTIAL DOCUMENT

The information contained in this document is highly confidential and should only be used for the purpose of this proposal. The client agrees not to disclose it to third parties, especially to other companies or professionals involved in competing services.