

# PROPOSAL

## WEBSITE DESIGN

PREPARED FOR :

City of Sharon

December 5, 2022

Proposal Good for 60 days

Prepared by:

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CARBONSILK.DIGITAL  
WHERE CREATIVITY + TECHNOLOGY COME TOGETHER

# INTRO



INTRODUCTION

CarbonSilk is a boutique digital marketing and consulting agency that specializes in website design, search engine optimization, social media, email, and text marketing.

ABOUT  
DEANNA  
HINSZ +  
CARBONSILK

I started helping business owners launch and grow their business in 2011. Since that time, I have had the opportunity to speak at conferences around the US about digital marketing and was able to create strategic partnerships with some of the best in their industry. We've come together to serve you.

The success of our clients is personal. We care about your budget and results like it was our own.

We know that it has to be more than what looks good, it needs to work.

# SERVICES



## Website Design

- UX Design
- Search Engine Optimization
- Custom Website Design
- Responsive Website Design
- Blog Setup
- Google Analytics
- Hosting
- Security Backups



## Social Media + Marketing Campaigns

- Social Media Marketing
- E-Mail Marketing
- Content Marketing
- Search Engine Optimization
- Daily Management
- Custom Images



## Branding

- Logo Design
- Business Card Design
- Brochure Design



## Content Creation

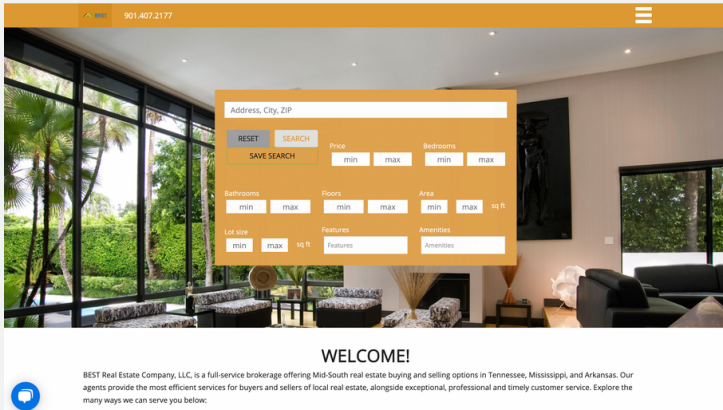
- Blogging Service
- White Paper Service
- Marketing Emails
- Website Copy
- Press Release



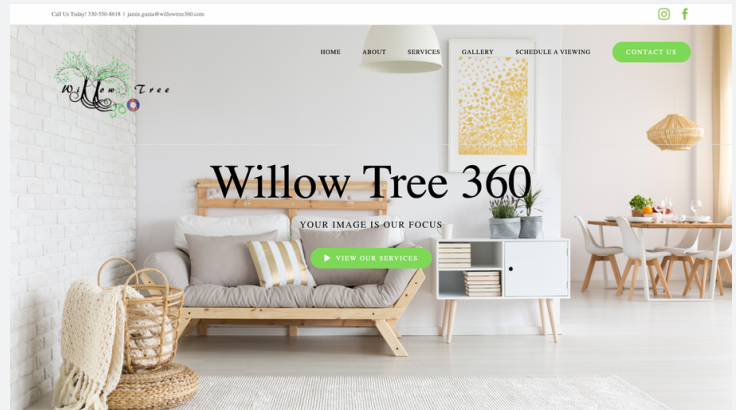
## Consulting, Training, Speaking



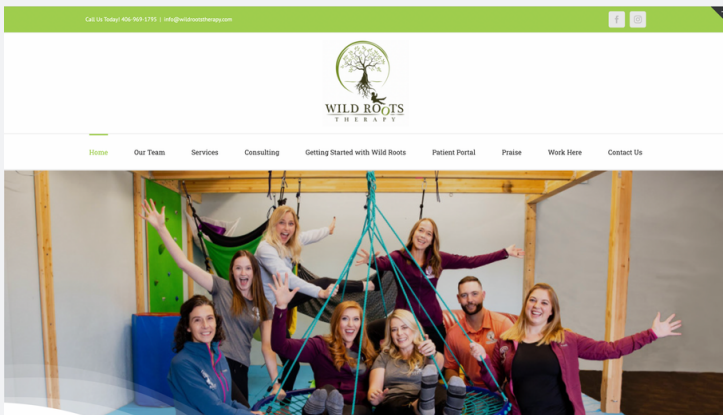
# OUR WORK



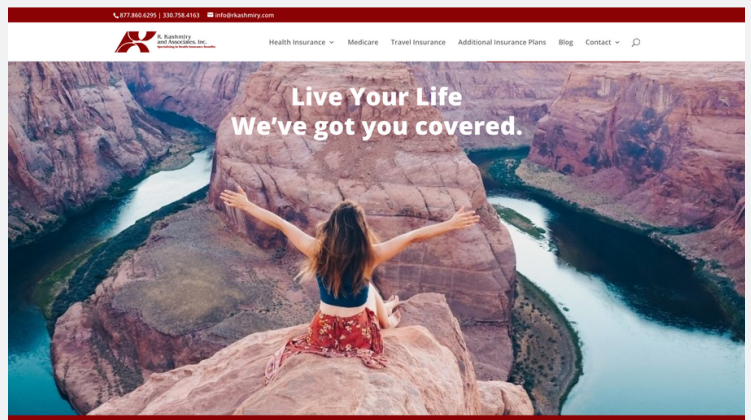
Best Real Estate Company - Nashville, TN  
Website Design



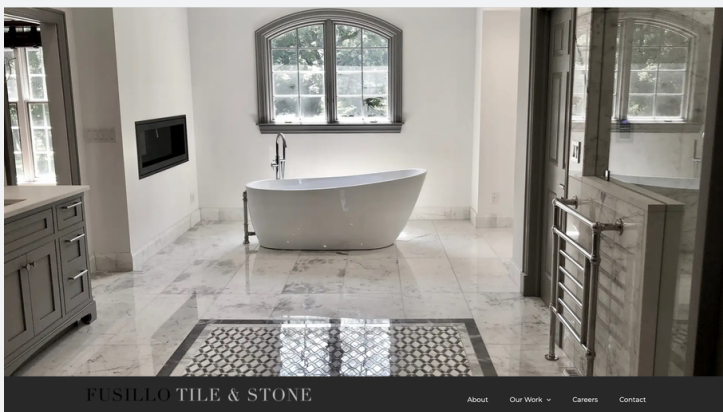
Willow Tree 360 - Youngstown, OH  
Website Design



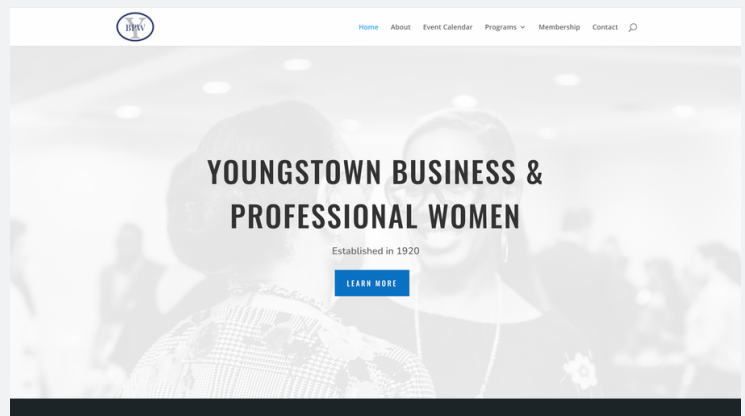
Wild Roots Therapy - Billings, MT  
Website Design



R.Kashmiry & Associates - Boardman, OH  
Website Design + Social Media Marketing



Fusillo Tile & Stone - Canfield, OH  
Website Design



Youngstown Business & Professional Women  
- Youngstown, OH  
Website Design

# A FEW OF OUR CLIENTS



"Deanna is an amazing coach for entrepreneurs! She taught me so much about social media, growth within my business, building Facebook ads, website reviews, and more. I enjoyed working with her as she was a positive and honest business coach which is exactly what you want for a successful business.

She was a fabulous coach who I highly recommend for your business!"

**Brytta M.**  
owner, [Xanadu Yoga](#)



"If you think that your organization could benefit from an improved social media presence, contact Deanna!"

With a base of knowledge that makes her an expert in established sites like Facebook and Instagram and building upon it with burgeoning platforms and new practices, she is not afraid to adapt to the ever-altering landscape of social media and networking.

Anyone can make posts promoting their organization, but through Deanna, you can learn not only what types of posts best serve your needs, but why they do, and how to strategize with these tools you didn't even know you had. She comes with the highest recommendation!"

**Brad Y.**  
Marketing Director, [Buffalo Wild Wings](#)



# PROCESS



- Day 1: Review Agreement
- Day 2-3: Invoice.
- Week 1-2: 1-hour Onboarding Meeting to review
  - Design
  - Brand
  - Communication
- Week 3: Framework will be shared to get approval once complete
- Week 4-5: Content will be added
- Week 6: Approval of site/Testing
  - The site will go live

\*Contingent on the client providing content, and approval in a timely manner

# WEBSITE SOLUTION

Website Design & 6 months of hosting: \$2500

\$35/month hosting after completion

- Up to a 5 Page Website
  - Privacy Policy
  - ADA Compliant page
- Google Analytics
- Pages optimized for SEO
- UX/UI design that takes the end user through buyers journey
- Links to Social Media Platforms
- Copy and images provided by the client or client-approved royalty-free images used.
- Hosting of site
- Monthly updates of plugins/themes
- Daily backups
- Daily Monitoring

# UPGRADED HOSTING

Upgraded Hosting (optional): \$100/month

- Begins after 6-month completion
- Hosting of site
- Monthly updates of plugins/themes
- SSL Certificate
- Domain renewal if needed
- Daily backups
- Daily monitoring
- 1 hour of updates each month (ex: Adding blog content, pages, changes to products, or content)