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Subject: Small Business Website Evaluation Proposal and Contract

Situational Appraisal

Businesses frequently need an independent perspective on their websites. **Strategic eBusiness - Cook Consulting** provides impartial professional reviews of websites for businesses of all sizes. We do not build, maintain, or host websites. We work with our clients to provide them with what they need to direct the development activities using inside staff or outside developers. This offering is specific to small businesses.

Objectives

The objective of the project will be an evaluation of your website from a business perspective.

Our **200-point evaluation** covers

- conformance to standards
- browser/operating system/screen resolution combinations
- review of alternative web features
- assessment of your home page
- graphics, text and fonts
- content
- eCommerce capabilities.

We document our findings so you can make an informed decision whether to correct your current website or replace it entirely.

Measures of Success

We provide materials and advice that is actionable. The evaluation will identify suggested priorities and comments on urgency.

In order for you to realize the benefits of the evaluation, you will need to invest in corrective work or the replacement of your website.

Project Phases

The project will have three phases:

1. Collect input about your company's value discipline, style, and business objectives. We will also need Userid and password, if applicable. In some instances additional access may be required. This phase is done via conference call.
2. We will perform our 200-point evaluation of your current site.
3. We will document the professional review and evaluation of your site, providing detailed recommendations and suggested priorities for improvement. This is normally delivered via email. At your request, we will also review our findings via conference call.

Timing

You can generally expect completion within 30-day after phase 1 is completed. All work will be completed within 60-days of the initiation of the project, unless we mutually agree to postpone work.

Joint Accountabilities

- Client will be responsible for making self and/or employee(s) available to access your website and to answer questions necessary for the evaluation.
- Client will maintain confidentiality concerning proprietary methodologies used in the evaluation of the website.
- Strategic eBusiness - Cook Consulting is responsible for all evaluation work, interviews, and other interventions called for in this proposal; we will sign all appropriate nondisclosure documents; we will insure minimal disruptions in work procedures and adhere to all schedules; we will provide updates and progress reports at your request; we will immediately inform you of any peripheral issues that emerge which we think merit management's attention.
- We will both inform each other immediately of any unforeseen changes, new developments, or other issues which impact and influence this project so that we can both adjust accordingly; we will accommodate each other's unexpected schedule conflicts; we agree to err on the side of over communication to keep each other abreast of all aspects of the project.


Terms and Conditions

Fee for this project is \$500 USD, payable at acceptance of the project.

- **Methods of Payment:** Cash, Check, Money Order, Funds Transfer or Credit Card (through PayPal™). Please note your website and telephone number in reference area.
- **Expenses:** You will not be billed for expenses.
- **Conditions:** The quality of our work is guaranteed. Once accepted, this offer is non-cancelable for any reason. However, you may reschedule, postpone, or delay this project as your business needs may unexpectedly dictate without penalty and without time limit, subject only to mutually agreeable time frames in the future. No warranty is expressed or implied and we will not be liable to each other's actions, even if advised of possible damages.
- **Strategic eBusiness** is an independent contractor and not an employee of the client (EIN# 56-2438243).
- At our discretion, we reserve the right to cancel this project if the company is deemed to not fit our definition of a small business.

Acceptance

The signatures below indicate acceptance of the details, terms, and conditions in this proposal, and provide approval to begin work as specified. Alternatively, your deposit indicates full acceptance, and also signify approval to begin.

<p>For</p> <p>Strategic eBusiness - Cook Consulting</p>  <p>Duane H. Cook</p> <p>CEO</p>	<p>For</p> <p>_____:</p> <p>(Name of Business)</p> <p>_____</p> <p>(Signature)</p> <p>Name: _____</p> <p>Title: _____</p> <p>Date: _____</p>
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This document has been digitally signed.
SB Website Evaluation Version 1.