



Website Design Proposal

Prepared for ***Jonesboro City Center***

Created by J-Fitz | GODFLOW, Founder & CEO

Date: 5-23-25

jfitzcreative.com

Relevant Experience:

We recently designed Arts Clayton's new site (www.artsclayton.org), a community-focused nonprofit based in Georgia. This project included user experience improvements, design overhaul, and backend optimization.

Project Scope

Design and develop a refreshed website for the City of Jonesboro, Georgia, that is visually engaging, easy to navigate, mobile-friendly, and communicates professionalism and trust.

Inclusions:

- Full website design and development on the Wix platform
- ADA accessibility compliance
- Integration of city-specific tools: event calendar, document center, contact forms, and news/blog section
- Visual inspiration drawn from the Downtown Eaton website

Project Objectives & Goals

- Create a polished, elevated visual identity across all web pages
- Improve site navigation and mobile responsiveness
- Establish consistent branding (red, black, white palette)
- Build user trust through professional design and an intuitive experience
- Equip city staff to easily manage updates and announcements

Platform & Assets Needed

- **Platform:** Wix
 - **Client To Provide:**
 - High-resolution photos and videos
 - Updated written content
 - Access to the current website login or DNS settings
 - Any official city branding files
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Deliverables

- Fully designed and responsive Wix website
 - Event calendar + announcement/blog section
 - Document/resource center (PDFs, forms, etc.)
 - Contact forms with submission routing
 - ADA-compliant structure
 - Basic SEO setup (meta tags, page titles, alt text)
 - Analytics (Google Analytics or Wix tools)
 - Security setup (SSL, spam protection)
 - One virtual training session for staff (recorded walkthrough included)
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Payment Terms

Flat Fee: \$10,000

- 50% deposit to begin: \$5,000
- Remaining 50% due upon final delivery: \$5,000

Additional Costs (if applicable):

- Outside-scope requests will be quoted separately
- Optional monthly maintenance plan: \$250/month

Payment Methods Accepted:

- Zelle: godflow44@gmail.com
 - Business credit card via QuickBooks invoice
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Project Timeline

Start: Upon signing the agreement and deposit.

Estimated Completion: 4–6 weeks

- Round 1: Design Ideation
 - Round 2: Concept Presentation | Meeting 1 (via Zoom/FaceTime)
 - Round 3: Modifications + Approval | Meeting 2
 - Round 4: Final Delivery + Training | Meeting 3
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Termination Policy

- Either party may terminate in writing due to unforeseen circumstances
 - Compensation owed for work completed up to the point of termination
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Client Agreement

By signing below, you agree to the terms outlined in this proposal:

Signature: _____

Name: _____

Excited to partner with you and bring this next chapter of the City of Jonesboro to life.

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