

Table of Contents

Introduction and Executive Summary	3
Introduction	3
Executive Summary	3
Project Goals	3
Key Benefits and Outcomes	3
Client Requirements and Project Scope	4
Functional Requirements	4
Design and Integration Constraints	4
User Stories and Use Cases	5
Project Scope	5
Technical Architecture and Technology Stack	6
Gatsby Architecture Overview	6
Technology Stack	6
Backend and API Integrations	6
Performance and SEO Optimization	7
Project Timeline and Milestones	7
Key Milestones	7
Phase Breakdown and Schedule	8
Budget and Cost Estimate	8
Project Phase Costs	9
Contingency and Optional Expenses	9
Budget Allocation	9
Team and Expertise	10
Key Team Members	10
Relevant Experience and Skills	10
Portfolio and Case Studies	11
Project A: Gatsby Site with CRM Integration	11
Project B: Website Speed Optimization	11
Terms and Conditions	11
Payment Terms	12
Project Scope Changes	12
Warranty and Support	12
Legal and Contractual	12



Conclusion and Next Steps 13
 Immediate Actions 13
 Communication 13
 Decision Timeline 13



Introduction and Executive Summary

Introduction

This proposal outlines Docupal Demo, LLC's plan to develop a high-performance website for Acme, Inc (ACME-1) using Gatsby. Our approach directly addresses ACME-1's need for improved website speed, enhanced SEO, and a modern design. This project is designed to deliver a superior user experience and drive significant business results.

Executive Summary

Docupal Demo, LLC understands ACME-1's objectives and is prepared to deliver a Gatsby-powered website that exceeds expectations. We aim to build a site that not only looks great but also performs exceptionally well.

Project Goals

The primary goals of this Gatsby development project are:

- **Enhanced Website Speed:** To significantly improve page load times for a better user experience.
- **Improved SEO:** To implement SEO best practices and increase search engine rankings.
- **Modern Design:** To create a visually appealing and up-to-date website design.

Key Benefits and Outcomes

ACME-1 can expect the following key benefits and outcomes from this project:

- **Increased Website Traffic:** Faster loading times and improved SEO will attract more visitors.
- **Higher Search Engine Rankings:** A well-optimized Gatsby website will rank higher in search results.
- **Improved User Experience:** A modern, fast, and user-friendly website will enhance user satisfaction.



Docupal Demo, LLC is confident that our expertise in Gatsby development will enable ACME-1 to achieve its online goals. Our team is committed to delivering a high-quality website that provides a strong return on investment.

Client Requirements and Project Scope

ACME-1, a business based in Wilsonville, Oregon, requires a custom Gatsby website development project. This project aims to deliver a website that meets specific functional and design requirements, while also integrating with their existing CRM system. The website will adhere to ACME-1's established brand guidelines.

Functional Requirements

The core functionalities of the website include:

- **Blog Integration:** Users should be able to browse and read blog posts seamlessly. The blog will serve as a key component for content marketing and thought leadership.
- **Contact Form:** A user-friendly contact form will allow visitors to easily submit inquiries. The submitted information must integrate directly into ACME-1's existing CRM.
- **User Authentication:** The website will support user account creation and management. Users will be able to create accounts and log in.

Design and Integration Constraints

The website's design must strictly adhere to ACME-1's brand guidelines. This includes the use of specific color palettes, typography, and imagery. The website will integrate with ACME-1's current CRM system. This integration is critical for lead capture and management. We will work closely with ACME-1 to ensure seamless data transfer between the website and their CRM.

User Stories and Use Cases

Several key user stories drive the development of this website:

- As a visitor, I want to easily browse blog posts to stay informed about industry trends and ACME-1's expertise.



- As a visitor, I want to quickly submit a contact form with my questions or inquiries.
- As a user, I want to create an account to access exclusive content and features.

Project Scope

The project scope encompasses the design, development, and deployment of the Gatsby website with the features mentioned above. It includes:

- **Front-end Development:** Building the user interface using Gatsby, React, and associated technologies.
- **Back-end Integration:** Connecting the website to ACME-1's CRM for contact form submissions and user data.
- **Content Migration:** Migrating existing blog content (if applicable) to the new Gatsby platform.
- **Responsive Design:** Ensuring the website is fully responsive and accessible on all devices (desktops, tablets, and smartphones).
- **Testing and Quality Assurance:** Thoroughly testing all functionalities to ensure a high-quality user experience.
- **Deployment:** Deploying the website to a production environment.

The project scope excludes:

- Ongoing content creation for the blog.
- Maintenance beyond an initial warranty period (defined separately).
- Major feature additions not explicitly outlined in this proposal. Any such additions will be handled via a separate change request process.

We believe this scope provides a clear understanding of the deliverables and boundaries of this project.



Technical Architecture and Technology Stack

Gatsby Architecture Overview

Our proposed solution leverages the power of Gatsby, a React-based static site generator, to deliver a fast, secure, and scalable website for ACME-1. Gatsby excels at creating performant websites by pre-rendering content at build time, resulting in exceptional loading speeds and an improved user experience. The architecture is designed to be modular and maintainable, allowing for future expansion and feature additions.

Technology Stack

The core technology stack comprises the following key components:

- **Gatsby:** The foundation of the website, responsible for generating static HTML, CSS, and JavaScript files from React components and data sources.
- **React:** A JavaScript library for building user interfaces, providing a component-based approach to development.
- **GraphQL:** A query language for APIs, used by Gatsby to efficiently fetch and transform data from various sources.
- **gatsby-plugin-image & gatsby-plugin-sharp:** These plugins are used to optimize images for various screen sizes and resolutions, improving performance and reducing bandwidth consumption.
- **gatsby-transformer-remark:** This plugin transforms Markdown files into HTML, enabling content creators to easily manage and update website content.
- **JavaScript/ES6+:** The primary programming language for building interactive components and handling client-side logic.
- **HTML/CSS:** Standard web technologies for structuring and styling the website.

Backend and API Integrations

To support ACME-1's business requirements, we will integrate the Gatsby website with Salesforce CRM for lead capture. This integration will enable seamless transfer of lead information from the website to Salesforce, streamlining the sales process.



Performance and SEO Optimization

We prioritize performance and SEO optimization throughout the development process. Key strategies include:

- **Image Optimization:** Utilizing gatsby-plugin-image and gatsby-plugin-sharp to automatically optimize images, ensuring they are properly sized and compressed for different devices.
- **Code Splitting:** Breaking down the website's code into smaller chunks that are loaded on demand, reducing initial load time.
- **Meta Tag Configuration:** Implementing comprehensive meta tags to improve search engine visibility and click-through rates.
- **Content Delivery Network (CDN):** Deploying the website to a CDN to distribute content across multiple servers, ensuring fast loading times for users around the world.

This chart illustrates the expected performance improvements with Gatsby compared to alternative solutions. The Y-axis represents website loading time in milliseconds, while the X-axis represents different platforms. Gatsby demonstrates faster loading times due to its static site generation capabilities.

Project Timeline and Milestones

Docupal Demo, LLC will follow a structured approach for the Gatsby custom development. The project is broken down into five key phases: Discovery, Design, Development, Testing, and Deployment. We will use two-week sprint cycles with daily stand-ups to ensure progress and adaptability.

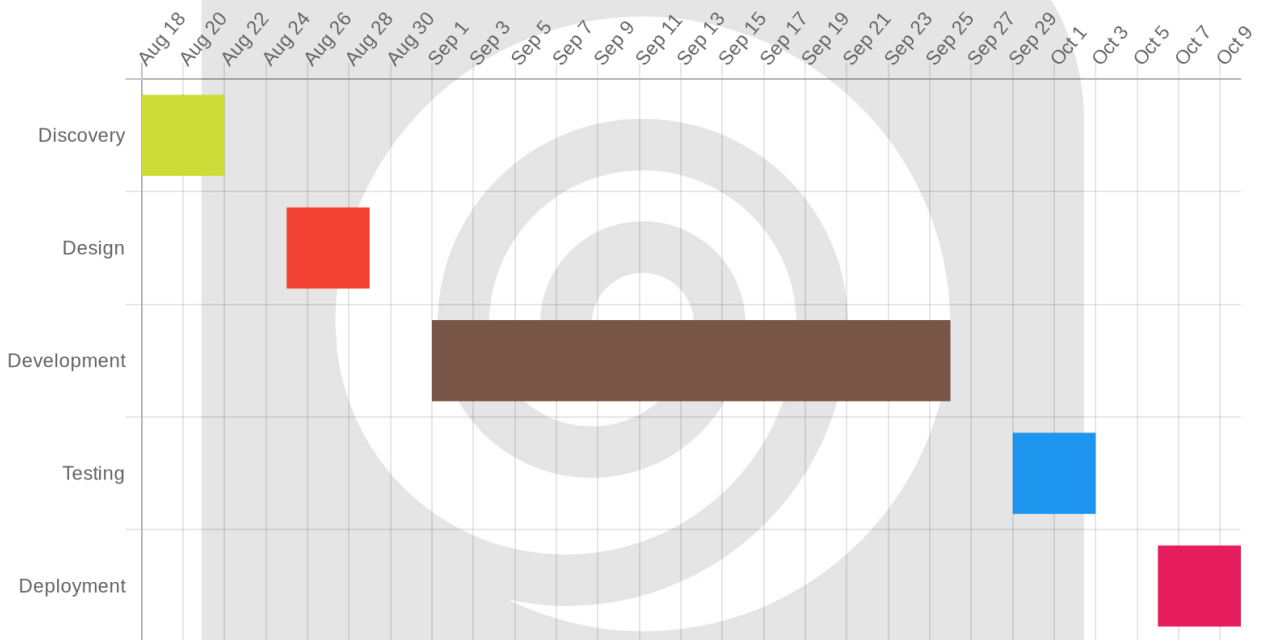
Key Milestones

Milestone	Expected Completion
Design Mockups	Week 2
Alpha Release	Week 6
Beta Release	Week 8
Final Launch	Week 10



Phase Breakdown and Schedule

- **Discovery (Week 1):** During this initial phase, we will gather detailed requirements and finalize project specifications.
- **Design (Week 2):** We will create design mockups for your review and approval. The design phase will conclude with approved visual designs and UI/UX specifications.
- **Development (Weeks 3-7):** The development phase will be split into sprints of two weeks. We target to deliver the alpha release by week 6.
- **Testing (Week 8):** After the Alpha release, the project enters testing and quality assurance phase. We target to deliver beta release by week 8.
- **Deployment (Weeks 9-10):** The final phase includes deployment to the production environment. Final launch is targeted for week 10.



Budget and Cost Estimate

This section outlines the investment required for ACME-1’s Gatsby custom development project. Docupal Demo, LLC is committed to delivering exceptional value and a clear return on investment through improved SEO and conversion rates. Our pricing reflects the expertise and resources dedicated to this project.



Project Phase Costs

The project is broken down into distinct phases, each with its associated cost:

- **Discovery:** \$2,000
- **Design:** \$3,000
- **Development:** \$10,000
- **Testing:** \$1,000
- **Deployment:** \$500

The total estimated cost for these core phases is \$16,500.

Contingency and Optional Expenses

To account for unforeseen circumstances, such as API changes, we have included a contingency of \$1,000.

- **Contingency (API Changes):** \$1,000

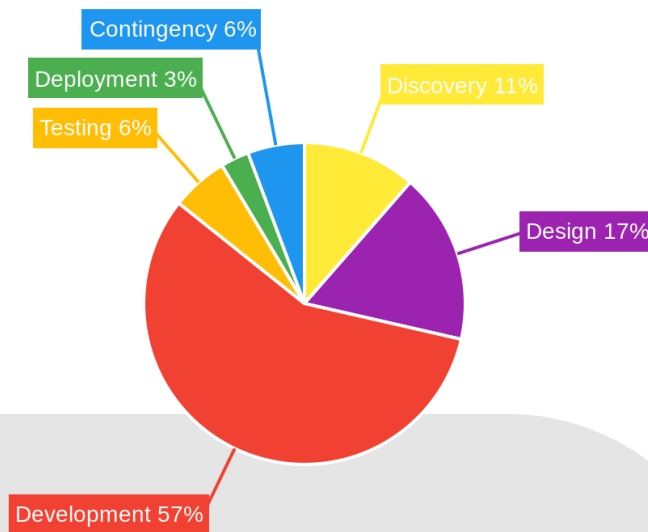
Additionally, we offer content migration assistance as an optional service.

- **Optional: Content Migration Assistance:** \$1,500

Budget Allocation

The following chart illustrates the budget allocation across different project phases:





Team and Expertise

Docupal Demo, LLC will provide a dedicated team with clearly defined roles to ensure the successful delivery of ACME-1's Gatsby custom development project. Our team's structure promotes efficient communication and streamlined workflow.

Key Team Members

- **John Doe, Project Manager:** John will oversee the entire project lifecycle, ensuring timely delivery and adherence to ACME-1's requirements. He brings 5 years of experience in project management, with a proven track record of successful software implementations.
- **Jane Smith, Lead Developer:** Jane will lead the development efforts, leveraging her extensive knowledge of Gatsby and React. With 7 years of experience in Gatsby development, she possesses the technical expertise to build a robust and scalable solution for ACME-1.
- **Peter Jones, Designer:** Peter will be responsible for the user interface (UI) and user experience (UX) design, ensuring a visually appealing and intuitive interface for ACME-1's users. He has 6 years of experience in UI/UX design, with a focus on creating engaging digital experiences.



Relevant Experience and Skills

Our team possesses a comprehensive skillset essential for delivering a high-quality Gatsby-based solution. Jane Smith's deep expertise in Gatsby and React, combined with Peter Jones' design skills, ensures a seamless integration of functionality and aesthetics. John Doe's project management experience guarantees efficient coordination and timely project completion. The Docupal Demo, LLC team is dedicated to providing ACME-1 with a tailored solution that meets their specific needs and objectives.

Portfolio and Case Studies

Docupal Demo, LLC has a strong track record of delivering successful Gatsby solutions. We understand the importance of speed and seamless CRM integration for businesses like ACME-1. Our past projects demonstrate our capabilities and commitment to achieving measurable results.

Project A: Gatsby Site with CRM Integration

We developed a Gatsby website that integrated with a CRM system for a client with needs similar to ACME-1. The project involved connecting the website to the client's existing CRM. This allowed for automated lead capture and improved customer relationship management. The key features included custom form development and API integration.

The result was a **40% increase in qualified leads** generated through the website. This was achieved through streamlined data capture and improved user experience.

Project B: Website Speed Optimization

Another successful project focused on improving website loading speeds. This project addressed a common challenge: slow loading times negatively impacting user experience and SEO rankings. We implemented various optimization techniques, including image optimization, code minification, and content delivery network (CDN) integration.

The outcome was a **50% reduction in website loading times**. This led to improved user engagement, lower bounce rates, and higher search engine rankings.



Terms and Conditions

This section outlines the terms and conditions governing the Gatsby custom development project between Docupal Demo, LLC ("Docupal") and ACME-1 ("Client"). By proceeding with this project, the Client agrees to adhere to the following terms.

Payment Terms

The project will be initiated upon receipt of an upfront payment of 50% of the total project cost. The remaining 50% will be due upon successful completion of the project, as defined in the project specifications document. All payments shall be made in United States Dollars (USD).

Project Scope Changes

Any changes to the project scope after the project commences will be subject to a change request process. Docupal will assess the impact of the requested changes on the project timeline and cost. A revised proposal, including any adjustments to the project timeline or cost, will be provided to the Client for approval before implementing the changes.

Warranty and Support

Docupal provides a 3-month warranty period commencing upon project completion. This warranty covers defects or malfunctions directly attributable to Docupal's development work. Ongoing support beyond the warranty period is available and can be discussed separately. The terms and fees for extended support will be outlined in a separate agreement.

Legal and Contractual

This proposal constitutes an offer by Docupal Demo, LLC, and becomes a binding agreement upon acceptance by ACME-1. It is governed by the laws of the State of California, United States. Both parties agree to act in good faith and cooperate to achieve the project goals. Any disputes arising under this agreement shall be resolved through good-faith negotiation or, if necessary, through binding



arbitration in accordance with the rules of the American Arbitration Association. This agreement represents the entire understanding between Docupal and ACME-1, superseding all prior communications and agreements, whether written or oral.

Conclusion and Next Steps

This proposal outlines our approach to building a custom Gatsby solution for ACME-1. We are confident that our expertise will deliver a high-performance, scalable, and user-friendly website tailored to your specific needs.

Immediate Actions

Upon approval of this proposal, the immediate next steps are:

- **Kick-off Meeting:** We will schedule a meeting to formally commence the project.
- **Requirements Gathering:** A detailed session to solidify project requirements.

Communication

For ongoing communication and any questions, please contact:

- **Docupal Demo, LLC:** John Doe (john.doe@docupal.com)
- **ACME-1:** Alice Brown (alice.brown@acme.com)

Decision Timeline

We anticipate a decision regarding this proposal within one week. We look forward to the possibility of partnering with ACME-1 on this project.

