

Web Development Contract

This Web Development Contract ("Agreement") is entered into on 3/11/2023 between Sitefy, a professional web development agency, hereinafter referred to as "Sitefy," and PASUPULETI TRAVELS PTY LTD., AUSTRALIA, ABN 81671171869, hereinafter referred to as the "Client."

Scope of Work:

Development of Tropti Travel Booking Engine Website

Objectives:

The primary objective is to build a fully functional travel booking engine website "Tropti," with a strong focus on inbound customer acquisition.

Development Cycle:

The project will be executed in the following phases:

Product Management: A Business Requirements Document (BRD) and Product Requirements Document (PRD) will be created by an experienced product manager, who has previously worked with industry leaders like makemytrip.com. The project's feature set and value proposition will be finalized after client approval.

UX UI Design: A UX/UI designer will create the website design based on the PRD, with guidance from the product manager and client input. SEO guidelines will be incorporated, and the design will be finalized post-client approval.

SEO Optimization: Sitefy will provide strict on-page SEO guidelines before the development phase begins, with a primary focus on optimizing prominent pages that will rank high in search engines and drive revenue. An SEO strategy will be provided to expedite website scaling.

Development: The technical stack will include .NET for backend development, SQL Server for data storage, and Angular for frontend development. The project encompasses front-end and back-end development, integration, and comprehensive testing.

Deployment: Once the website is thoroughly tested and approved, it will be deployed to the production server for public access.

Maintenance: Sitefy will provide maintenance for the first 1 year at no cost. The Client reserves the right to give the website maintenance work to anyone of their choice, and Sitefy will have no say on these matters.

Also, the Client wishes to host the website on their own server.

Marketing Strategy:

Sitefy will provide a marketing strategy and SEO strategy for the initial one year to improve the website's Google ranking and online visibility.

Project Proposal for Tropti:

Project Scope:

We will develop a responsive and SEO-optimized travel booking engine website, Tropti, aimed at capturing traffic from various sources, including inbound, Google Ads, and more.

Deliverables:

A comprehensive product roadmap and a competitive analysis of a major competitor.

A custom website design that aligns with the Tropti brand and style.

Development of a robust backend in .NET and a responsive frontend in Angular, with complete access to the source code developed from scratch

A detailed marketing and SEO strategy to enhance Tropti's online presence [Period: 1 Year]

Implementation of a Content Management System (CMS) to facilitate easy content updates.

Ongoing website maintenance and support for the first year at no cost.

Timeline:

The project is expected to be completed in approximately two months, with the following milestones:

Product and Design Phase: 15 days.

Development Phase: 1 month.

Testing and Quality Assurance, Marketing, and SEO Strategy: 15 days.

The deadline for website deployment/completion is Saturday, 6 Jan 2024.

Cost Estimate:

The total cost of the project is estimated at AUD 5,000.

Payment Terms:

The Client agrees to pay Sitefy in the following installments:

An initial payment of 25% of the total amount upon signing this Agreement.

3 milestones with a payment of 25% of the total amount per milestone.

1st payment: Upon signing the agreement,

2nd payment: Post Product and design phase

3rd payment: Post 50% development completion

4th payment: Post development completion

Responsibilities:

Sitefy is responsible for adhering to the project timeline, delivering the agreed-upon features, and providing regular progress updates to the Client.

Change Orders:

Any changes to the project scope or specifications must be documented in writing and signed by both parties.

Additional costs and time may be incurred for approved change orders. Sitefy will provide a separate estimate for any changes requested by the Client.

Legal Provisions:

Sitefy acknowledges that upon successful completion of the project and full payment, all intellectual property rights related to the website design, source code, and content shall be transferred to the Client. Sitefy retains the right to showcase the project in its portfolio unless otherwise specified in writing.

Termination:

The Client may terminate this Agreement in writing with a 1-month notice. Termination shall not relieve the Client of their obligation to pay for services rendered up to the date of termination.

Entire Agreement:

This Agreement constitutes the entire understanding between the parties. Any modifications to this Agreement must be made in writing and signed.

Date: 3/11/2023



Client Signature:

Parvesh Burnwal
Business Head, Sitefy
Sitefy.co, Sitefy.in