

AHG Website Development Proposal



شركة عبدالله هاشم للغازات الصناعية المحدودة
ABDULLAH HASHIM INDUSTRIAL GASES AND EQUIPMENT CO.LTD.

By:



Small Details Big difference!

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AHG Website Development

Introduction and Objectives of Proposal

Pixel Arabia is pleased to offer its services in the web solution sector through the revamp g of **AHG** website. AHG is planning to redesign and optimize the Current website (<http://ahg.com.sa>), that will increase the conversion rates and provide a rich “investment” experience.

In order to have smooth, quick, and reliable achievement for the above initiative, following are the features of the website:

- Build an interactive website to introduce its corporate image, solution and products
- The website should be able to a modulus, plug-ins and new features and functionalities from 3rd parties
- The website will be built using the latest web standards
- The website will be search engine friendly to position the company on the Internet
- The website will be easy to navigate by the user and is clearly and intuitively understood
- The website will be built using “WordPress” Content Management System
- The website will have multi-profiles with different content based on the visitor/customer.
- The website will have external links .

Website Development from Marketing Perspective



Our Approach in Website Development

Analysis

We will work with you to define the initial business requirements based on your core objectives. This will include consolidating the input from different stakeholders, define new requirements based on the nature of your business, competitive advantages or industry innovations.

Strategy

Based on the business requirements our strategy team will create the initial recommendations on the different digital assets required, this may include improving or maintaining existing assets, setting up the right KPIs and analytics, auditing platforms, benchmarking and of course creating a plan for the actual implementation.

Team

Based on the requirements we will setup a core account team which will include a PM account manager, senior developers and creative. This core team will be supported by our UX, creative, development and online marketing teams as per the different project requirements.

Implement

This is where we roll out the recommendations of the strategy and work against agreed KPIs and objectives.

Design & UX – Content - Personalization

Website As a Service!

At Pixel Arabia we don't just design websites, but create an online presence that will increase your revenue and offer professional services while making brand communication and products exposure on top priority. We will design the website, so that it is easily integrated into any marketing efforts in the future.

Website Exposure

Design & UX – Best User
journey

Contents

SEO & Google Analytics

Client Centric
Communication

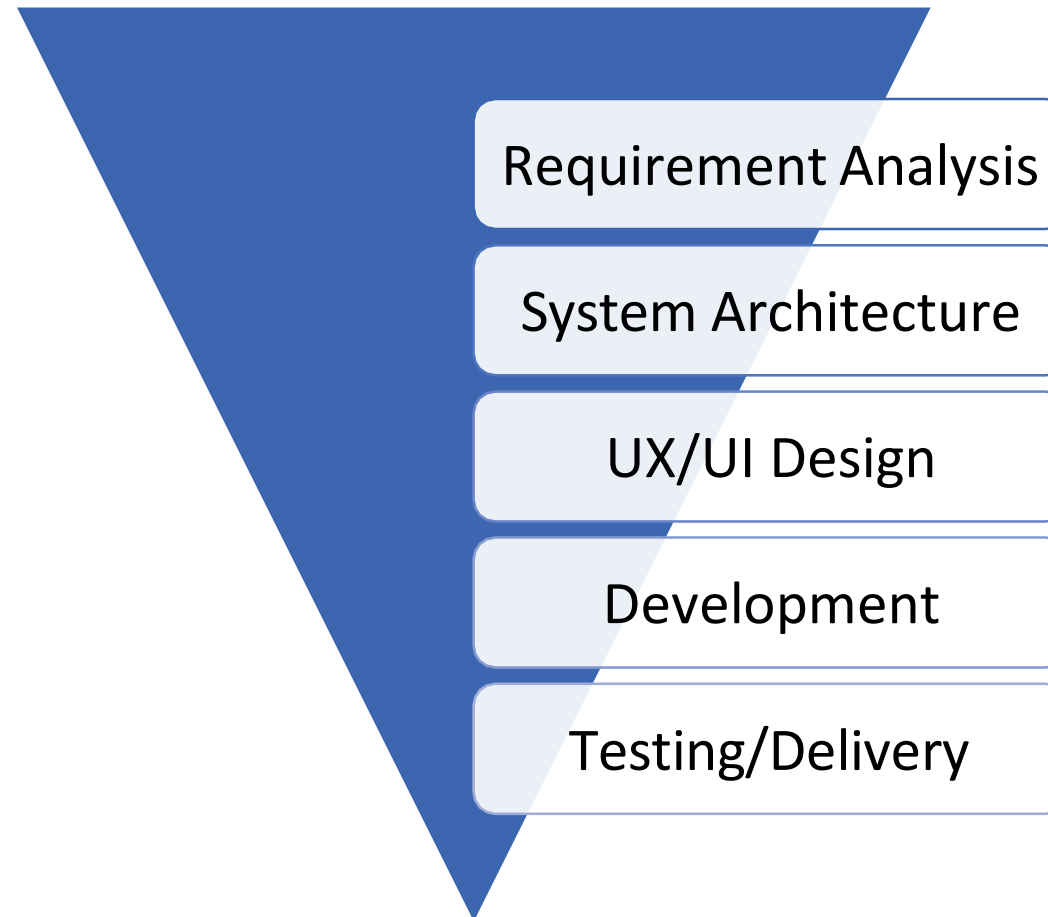
Content Management System

Website Suggested Sitemap

According to the client brief and business requirements we suggest the following sitemap. The map will be discussed in details with the client to reach the best website structure and work flows to meet the business objectives.

Home Page	About AHG	Gas Division	Documentations	Media Center	Careers	Contact
	Our history	Products	Annual Reports	Press Releases	Careers	
	Vision & Mission	Specialty Gas center	Report 1	Magazines	Form	
	Certifications	Gas solutions	Report 2	Newsletters	File Upload	
	Organization	Aviation Gas	File Download	Gallery	Vacancies	
	Etc ...		Annual Development Effectiveness Reports	Etc ...	Etc ...	

Project Development Road Map



User Experience (UX)

1

DIGITAL AUDIT

We will gather all the information needed to understand the target audiences, required functionality etc. within the client's industry. As part of the process we will conduct an

audit of 2–3 relevant regional or international competitors. The audit will review the features, services offered, design and technical implementation of the competitors.

2

USER RESEARCH

As part of the UX design process we will conduct user research & testing which will enable us to test the existing digital platforms. The next step is to map out key user journeys which will show the steps a user will take to complete a process. This will enable us to show how users currently interact with different

systems, how their paths can be improved and which areas of the application are affected and should be optimized.

3

SDD/WIREFRAMES

We will make a solution definition document (SDD) and the wireframes for all pages to plan the structure, design and

functionality of the new website. The wireframes will be designed in accordance with the selected page templates. We will then take the approved wireframes and develop a GUI that fits with both the brand strategy and business requirements.

DETAIL DESIGN

Two design concepts for the website look and feel will be provided for client review. The chosen design will be further developed into a general style template. This style template will be used as guide for all other channels and ensure that

all platforms follow the same brand and experience



WordPress Platform Solution

WordPress Platform Overview

Pixel Arabia recommends using WordPress as a complete content management system (CMS) if you want to build a new platform or change the current platform.

WordPress powers nearly one-third of the world's websites, from small personal blogs to the complex sites of major corporations such as Sony, Time Inc., the New York Post, and NBC.

WordPress is only one of the site builders and content management systems users can download and install for free, but it has unique features that make it the most popular content management system in use today.

WordPress combines simplicity for users and publishers with under-the-hood complexity for developers. This makes it flexible while still being easy-to-use

WordPress System Capabilities





WordPress Features

1. Simplicity

Simplicity makes it possible for you to get online and get publishing, quickly. Nothing should get in the way of you getting your website up and your content out there. The website is built to make that happen.

2. Publish with Ease

If you've ever created a document, you're already a whizz at creating content. You can create Posts and Pages, format them easily, insert media, and with the click of a button your content is live and on the web.

3. Publishing Tools

The website would make it easy for you to manage your content. Create drafts, schedule publication, and look at your post revisions. Make your content public or private, and secure posts and pages with a password.

4. User Management

Not everyone requires the same access to your website. Administrators manage the site, editors work with content, authors and contributors write that content, and subscribers have a profile that they can manage. This lets you have a variety of contributors to your website, and let others simply be part of your community.



WordPress Features

5. Media Management

They say a picture says a thousand words, which is why it's important for you to be able to quickly and easily upload images and media to the Website. Drag and drop your media into the uploader to add it to your website. Add alt text, captions, and titles, and insert images and galleries into your content. We've even added a few image editing tools you can have fun with.

6. Full Standards Compliance

Every piece of generated code is in full compliance with the standards set by the W3C. This means that your website will work in today's browser, while maintaining forward compatibility with the next generation of browser.

7. Search Engine Optimized

The website would be optimized for search engines right out of the box. For more fine-grained SEO control, there are plenty of SEO plugins to take care of that for you.

Our Competitive Edge!

In *Pixel Arabia* When we think of WordPress Solution we consider the following aspects in choosing our resources to help merchants create engaging customer experiences on their Website :

1. Benchmark

As part of the process we will conduct an audit of relevant regional or international competitors. The audit will review the features, services offered, design and technical implementation of the competitors.

2. User Experience (UX)

In UX design process we will conduct the best user research & behavior online which will enable us to optimize the user journeys in the website to complete any process with the best optimum usability and accessibility on all platforms and devices

3. Design Options

We provide the client with two design options among this proposal. Design will be modern and catchy with the latest UI techniques and highest standards of web design

4. SEO

We will implement the basic SEO standards on the website (On Page SEO: Site map, Meta tags, HTML standard tags of images and headers, and Robots file)

5. Security and Integration

We will implement the latest security standards of websites on web and mobile versions. This proposal doesn't include any backend system integration.

- Required Materials
- Technologies and Hosting
- Project Timeline

Client Responsibilities

Text Content

Services
Details

IT
Authorization

3rd Party
Agreement

Brand Images

Social Media
Links

Approvals
Time

Google
Analytics
Admin Account

External Links

SEO Service

Pixel Arabia will use the latest web development techniques and tools with high security standards. The following table demonstrates the main technologies that will be used in the site development :

System	Technology
Backend development technology	<i>php</i>
Content management system	
WordPress	
Server operating system	 Linux
Database	
Data Encryption	Secure Socket Layer (SSL) protocol
Connection between website and database should be secured and encrypted.	

Project Duration and Timeline

We estimate that this project can be completed in 3 months, and we will provide maianatenance service for 1 year starting from the lanch date of the website. We will work with you to get the best time optimization to launch the web site as soon as possible. The following table shows the project timeline:

Mile Stones (months)	M1	M2
- Requirements and material collection - Finalization of website structure and design and SDD		
Website development (En/Ar)		
Website testing (UAT) - Launch		

- Project Assumptions
- Training
- Maintenance

Assumptions

- The proposed website structure will be scalable to accept more pages and functions.
- The website design is proposed in English, Arabic and French languages only.
- The proposed website is a static website with dynamic content management system.
- Website structure and functionality is following the current online version.
- The proposed website structure includes 30 pages per language.
- This proposal does not include any integration with any other external systems.
- The website will have responsive web design (mobile/tablet friendly).
- We will implement the basic SEO techniques in the new website for the top 5 pages, site map and robot files configuration
- During the design phase, the client is allowed to change the design two times then changes will have extra fees that will be determined by Pixel Arabia.
- This proposal includes up to 6 forms only .
- One dynamic google maps included
- Careers section has a CV upload form and simple job posts
- Pixel Arabia will review the contents before publishing it

CMS Training

Pixel Arabia will train three people from the company on managing the new website and using its Content management system (CMS).

Training is 20 hours for four days on client premises.

Pixel Arabia will make the data entry only for the main pages of the website and for 10 selected products/pages only.

The client will be responsible for the contents update on the website pages and products publishing according to the agreed-on standards and directions using WordPress CMS.

Website Maintenance

After launching the website, all technical issues will be managed from Pixel Arabia support team. The dynamic (changeable) contents will be managed and controlled by the site administrator from site admin in the client side.

The technical issues that we will manage in Pixel Arabia include:

- Solving technical problems and keep track of the website performance.
- Update website data such as pictures, videos and text include only one update per month.
- Doesn't include substantial modification on the website such as changing the structure completely or totally change the design, or add a whole new site within the current site.
- Pixel Arabia will commit on solving all technical issues within two to five working days to any issues reported on the website with high priority on all types of issues.
- This proposal includes 2 months of technical support and bug fixing after website launch.

Project Management Team Deliverables

Team and Tasks

No	Role	Count	Task
1	Project Manager	1	He /She would be solely responsible for end to end client communications and making sure that there is no gap between expectations and delivery
2	UX/UI	1	Frontend & Backend to provide assets of approved designs to the development team Verifying final build for UI/UX before sending forward to client
3	Graphic Design	1	Design of the website and Mobile App pages and visual items
4	Senior PHP WordPress Developers	2	He /She would be responsible for development of custom CMS , backend, API/web services and admin panel
5	Quality Analyst	1	Quality Lead plays an active role to test the website during the development of the project and before sending it to the client.
6	Digital Analytics Specialist	1	He /She would be responsible for Google analytics advanced implementation .

Deliverables & price

Item	Duration
Website Development in English and Arabic Responsive, Custom Design , Basic SEO Implementation for the main pages only	2 months
Website Maintenance and Management	12 months
CMS Training (4-5 days) in Jeddah	4-5 Days

Deliverables & price

No	Website development	price	Task
1	Website design	25.000 SR	Graphic design and html for all pages
2	Website development	40.000 SR	(CMS) content management system WordPress
4	Security check	free	Testing all pages
5	Total	65.000 SR	Without VAT Note: total amount include maintenance for one year and training your team using CMS

TERMS AND CONDITIONS

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4. This proposal is not considered as a legal agreement between Pixel Arabia and the client unless it is signed from both parties and attached with Pixel Arabia a legal contract. The start date of the project will be determined in the legal contract after signing it and receiving the down payment from the client.
5. This offer does not include any creation or designing of multimedia (video, audio) clips or movies or any video/audio streaming.
6. Any third party applications or services fees will be paid by the client and it is not included in the proposal price
7. The client has full rights on source codes ownership. Those codes can be handover to the client upon his request through an official agreement. Pixel Arabia can submit those codes once the project is finished, and after the submission of all due

payments as per contract.

A man with a beard, wearing a white thobe and a ghutra with a black agal, is sitting outdoors. He is smiling and looking towards the camera while his hands are on a laptop keyboard. The background shows a modern building and some outdoor seating with umbrellas.

Clients

 شركة جدة للتنمية والتطوير العمراني	 بلدية محافظة رابغ	 اسمنت العربية Arabian Cement	 EMPLOYEE SOCIAL CLUB - JEDDAH	 جامعة عفت EFFAT UNIVERSITY	 بلد الامين ALBALAD ALAMEEN	 بوبا	
 بوابات BAWABAT MAKKAH	 كلية طب الاسنان جامعة ام القرى	 سكاب SKAB	 SINGAPORE AIRLINES	 عالم السعودية للسياحة SAUDIA WORLD HOLIDAYS	 ابسل ABSAL	 النهدى nahdi	
 مجموعة بناء للتنمية و الاستثمار Benaa Group for Development & Investment	 ابراهيم الجلاف واخوانه	 FMP FUTURE MODERN PRODUCTS	 سناسكو SNASCO REAL ESTATE	 Jeddah Yummy	 عين اليوم	 شدا Shada Hospitality	 البنالاسلا في التنمية BALA GRADUATE SCHOOL
 صافية Safea	 MHC شركة سليمان بن صالح الخليل وابنه الخليفة SULAIMAN BIN SALEH AL-KHALIL & HIS SONS HOLDING COMPANY	 CLINIC	 A CC شركة العراب للمقاولات Al Arrab Contracting Co.	 Al Yamamah Steel	 CBAHI إدارة المجمع الطبي للمستشفيات العامة	 30	 لونا

More than 100 Clients covering the private and government sectors

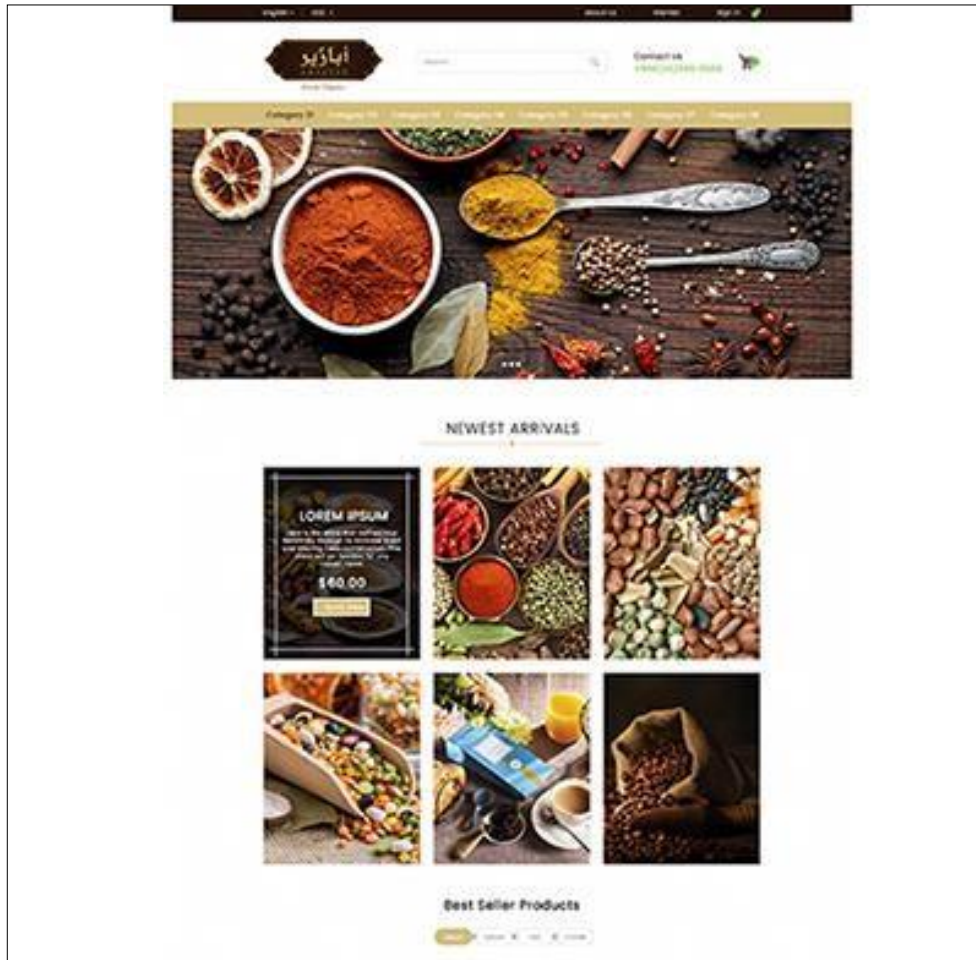
				
				

More than 100 Clients covering the private and government sectors



Our Success Stories – Websites

More than 100 websites in 12 years



Abazeer Online Store - B2C - Organic Food



Zaj Online Store B2B/B2C – Printing products



Saudi Paper Manufacturing



Medrainus Restaurant



Luna Food



Future Modern Products



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