

Proposal for C3 Scouting Website Development

1. Objective:

To develop a dynamic, engaging website for C3 Scouting that effectively showcases its scouting services, covering multiple geographical areas and offering detailed reports and updates on targeted prospects in basketball scouting.

2. Objective Details:

The website will serve as a central platform for C3 Scouting to present its services, including detailed scouting reports, articles, and real-time updates. It will also include a subscription model tailored to different user needs.

3. Website Content:

- Front/Home Page: Overview of services and subscription benefits.
- Geographical Coverage: Detailed section covering areas like Minnesota, South Dakota, North Dakota, Nebraska, Iowa, Wisconsin, Colorado, Utah, New Mexico, and International regions.
- Scouting Information: Regular updates from events and showcases, real-time reports accessible on the website and via email.
- Articles and Updates: Regular articles covering target prospects, high school games, and offseason updates.
- Film Viewing and Analysis: Section dedicated to the staff's film analysis capabilities, including access to Synergy International and grassroots film.
- Prospects List: Explanation of the service focusing on target prospects, without rankings.
- Scouts Page: Bios of scouts, including their coverage areas.
- Subscription Details: Different packages for colleges and institutions with clear pricing and terms.

4. Timescale: 4-6 weeks.

5. Estimated Start Date: December 26th, 2023.

6. Investment: Based on the scope and features required, a fair market design fee would be approximately **\$2,300**, which includes a family/friends discount. Pricing is budget friendly as industry standards for similar projects could range upwards of \$10,000+.

7. Investment Description: The investment covers complete website design and development on the Wix platform, ensuring mobile compatibility, basic SEO optimization, and initial support post-launch.

8. Wix Premium Plan Options:

Wix Core Plan (\$27/month): ***Paid Yearly it's \$324***

- Storage & Bandwidth: 50 GB storage.
- Staff Accounts: Support for 5 staff accounts.
- Ecommerce Features: Basic online store capabilities.
- Site Booster: One-year free access for improved SEO.
- Video Content: Upload up to five hours of video content.
- Support: 24/7 customer support.
- Lead Capture Forms: 10 forms with up to 50 fields per form, facilitating enhanced customer interaction and data collection.

Wix Business Plan (\$32/month): ***Paid Yearly it's \$384***

- Increased Storage & Bandwidth: 100 GB storage.
- Enhanced Staff Accounts: Support for 10 staff accounts.
- Advanced Ecommerce Features: Includes advanced shipping, product reviews, multiple currencies.
- More Video Content: Ability to upload more video hours.
- Additional Tools: Robust analytics, marketing tools, and payment tools.
- Lead Capture Forms: 25 forms with up to 75 fields per form, offering a more extensive range for capturing detailed customer data and leads.

9. Add-Ons - Ascend by Wix: *Can be discussed further if desired.*

10. Total Cost: **\$2624-2684**