

<b>Web developer's estimated fee</b>	<b>Estimated days</b>	<b>Estimated cost in \$US</b>	<b>Total cost</b>
<b>Stage 1: Technical specifications</b>			
◆ Scoping the project (ie finalising scope, functions, deliverables and costs)	10	5000	
<b>Stage 2: The development</b>			
◆ Project management (16 meetings, reporting, liaising etc)	5	2500	
◆ Create test site (password-controlled for client inspection)	1	500	
◆ Graphic design (eg look and feel, navigation buttons)	5	2500	
◆ General programming (creating navigation and meta-tags, creating maintenance templates etc)	15	7500	
◆ Specific programming of functional elements <ul style="list-style-type: none"> <li>&gt; Search engine software and interface</li> <li>&gt; Online forms (eg membership application forms)</li> <li>&gt; Purchase and order forms linked to secure payment solution</li> <li>&gt; Discussion group facility</li> <li>&gt; Interactive maps (location of the organisation)</li> <li>&gt; Promotional facilities (eg competition and surveys)</li> </ul>	15	7500	
◆ Creation of a database and links to client's databases	5	5000	
◆ Populating database with content	1	500	
◆ Technical testing	3	1500	
◆ Register with search engines	1	500	
<b>Stage 3: Delivery and deployment</b>			
◆ Training (total of 5 days for up to five staff – how to update the site)	1	500	
◆ Documentation	1	500	
◆ Launch	1	500	
◆ Approximately 5% contingency allowance		2000	
	<b>69</b>		<b>\$US 34,000</b>
<b>Web server and hosting costs</b>			
◆ Registration of domain name		50	
◆ Web hosting with an ISP inc. email addresses/discussion group etc		300	
◆ Web server rental with ISP		1,000	
			<b>\$US 1,350</b>
<b>Additional outsourcing costs</b>			
◆ Database and infrastructure advice from consultant		5,000	
◆ Legal (eg contract with web developer, copyright advice)		5,000	
◆ Content writer @ \$50/hr		2,000	
◆ Usability testing (target audience test-drive the site for feedback)		3,000	
◆ E-commerce solution (annual license and connection to a bank)		1,000	
◆ Software for uploading new content (eg DreamWeaver)		300	
◆ Site traffic and usage software or service (annual license)		500	
◆ Search engine registration services		500	
◆ Marketing and promotion (advertising new site in traditional media)		5,000	
			<b>\$US 22,300</b>