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Proposal for

High-Performance Website Development, Landing Page Optimization, and Secure Payment Integration

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| Project Title | : | Proposal for Website Development, Landing Page Optimization, and Secure Payment Integration |
| --- | --- | --- |
| Project For | : | Mr. Rajib Mollik |
| Managed By | : | Cyberlog Ltd. |
| Executed By | : | Cyberlog Ltd. |
| Starting Date | : |  |

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# Introduction

This comprehensive proposal outlines the full-stack engagement for developing a modern, secure, and commercially focused website for Mr. Rajib Mollik. The project is specifically engineered to combine a professional corporate web presence with dedicated, high-conversion marketing funnels (landing pages) and enterprise-grade payment processing capabilities.

Our service focuses on three core pillars: Aesthetic Design, Focused on landing pages, and Secure E-commerce Functionality, ensuring the final product is not only visually appealing but also profitable and highly reliable.

# Existing Server & Digital Platform Configuration

The current engagement begins with a significant opportunity, as Mr. Rajib Mollik's existing digital landscape is content-rich but lacks core sales and security infrastructure. His foundation is strong, anchored by active social media profiles, particularly on Facebook, and existing high-quality assets, including professionally made product videos and pictures. However, this valuable, high-impact content lacks a centralized, branded home, as there is currently no existing website, limiting his brand authority and long-term Search Engine Optimization (SEO) potential.

Crucially, the absence of a dedicated payment gateway means there is no capability to directly monetize traffic or securely process digital customer transactions, forcing interested buyers into inefficient manual or offline processes. This greenfield scenario allows us to build the platform from the ground up, focusing entirely on transforming his existing high-quality assets into direct, secure, and measurable revenue streams through the proposed minimal web platform, conversion landing pages, and payment gateway integration.

# Purpose of Our Work

The purpose of this engagement is to deliver a unified digital platform that serves both informational and transactional needs.

* **Corporate Authority:** Establish a trustworthy, professional website that clearly communicates Mr. Mollik's value proposition.
* **Marketing Efficiency:** Utilize dedicatedlanding pages to capture high-intent traffic from paid campaigns, maximizing ROI by streamlining the conversion process.
* **Transaction Enablement:** Integrate a reliable and secure Payment Gateway (e.g., Bkash, Nagad, Rocket, or a local bank aggregator) to directly monetize services or products online.

# Level of Criticality

For Mr. Rajib Mollik, combining a strong website with integrated payment functionality is critical for modern business operation:

* Operational Efficiency: Automating transactions and lead capture reduces manual administrative load.
* Revenue Capture: Immediate payment capability ensures users can convert at the point of decision, maximizing sales velocity.
* Trust and Reliability: A professionally integrated payment system signals security and credibility to customers, reducing cart abandonment.

# Objectives

The Website and Payment Integration Contract aims to achieve the following specific, measurable objectives:

1. **Platform Stability:**Deploy the primary website (Home, About, Services/Products, Contact) on a stable, scalable hosting environment within **[30] days.**
2. **Conversion Optimization:** Design and deploy at least one core **Landing Page** optimized for a minimum **[10]%** conversion rate baseline.
3. **Payment Security:** Successfully integrate and test the **Payment Gateway** with three complete end-to-end test transactions across different scenarios (success, failure, refund) before launch.

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# In-Scope of the Work

| **Service Category** | **Scope of Work (Deliverables)** |
| --- | --- |
| **1. Design & Core Development** | - Architecture & Wireframing: Defining site structure, user flow, and content mapping.  - Responsive UI/UX Design: Delivering a design optimized for modern devices (desktop, tablet, and mobile).  - Front-End Development: Building HTML, CSS, and optimized JavaScript for speed and performance. |
| **2. Landing Page Funnel** | - Dedicated Landing Page: Design and develop one core, non-navigated landing page.  - A/B Testing Infrastructure: Set up basic tools to enable future testing of headlines and CTAs (initial variant deployment is optional).  - Lead Capture Integration: Connect the landing page form to Mr. Mollik's designated CRM or email list tool. |
| **3. Payment Gateway Integration** | - Gateway Setup: Configuration and connection of [Specify Gateway, e.g., Stripe/local partner] API keys and webhooks.  - Secure Checkout Flow: Development of secure front-end and back-end logic to handle payment processing, confirmation, and error hndling.  - Tranasaction Security: Implementation of SSL/TLS encryption and necessary server-side validation for payment data. |
| **4. Deployment & Handoff** | - Quality Assurance (QA): Comprehensive testing of all pages and transaction flows.  - Go-Live: Deployment to the live domain with necessary DNS configuration.  - Training & Documentation: Providing training on content management and transactional reporting. |

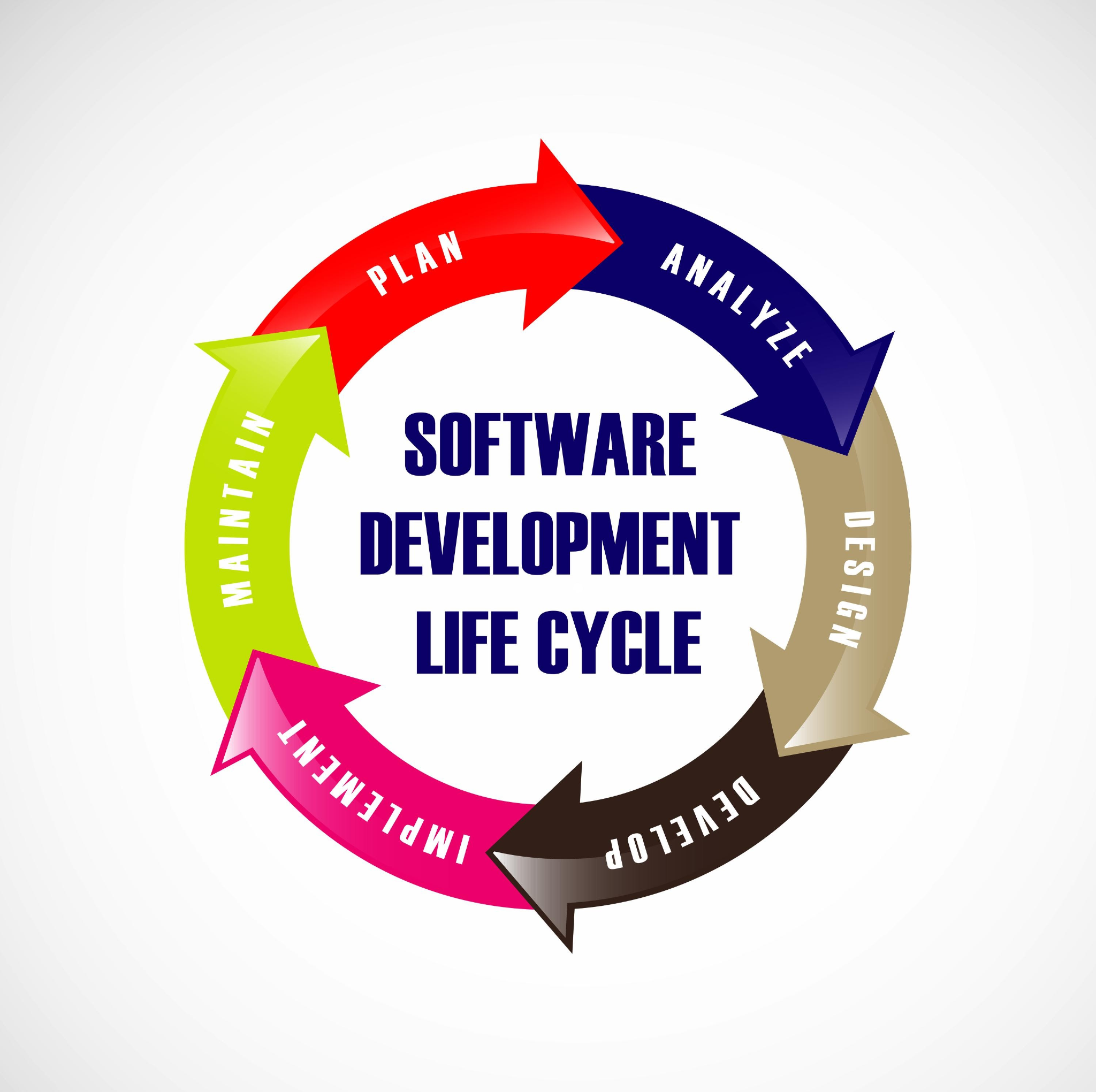
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# Our Approach and Methodology

The execution of this project will follow a rigorous, three-phased methodology. **Phase I** is dedicated to foundational setup and design consensus. During this time, we will conduct detailed Discovery and Strategy sessions to finalize the site map, define user personas, and select the precise Payment Gateway to be integrated. Concurrently, we will deliver static Design Prototypes for all main website pages and the critical dedicated Landing Page for Mr. Mollik’s approval, followed by Technology Stack Setup (hosting environment, Git, and CMS).

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**Phase II** shifts entirely into development and secure integration: we will begin with the Core Build, developing the front-end and back-end code for the minimal website structure. This immediately transitions into the Landing Page Build, constructing the specialized funnels with optimized forms. Finally, the intensive Payment Integration will connect the chosen gateway’s API, integrating necessary security libraries and handling asynchronous transaction confirmations via webhooks. The project culminates in

**Phase III** focused on security and launch readiness. This includes detailed Security and Compliance Testing, running penetration tests on the checkout path, and executing comprehensive Functional Testing across all payment scenarios. Upon successful verification, the project will conclude with the Final Launch of the tested site to the live domain.

# Project Management Plan

| **Phase** | **Tasks/Activities** | **Estimated Timeline** |
| --- | --- | --- |
| **Phase I: Initiation & Strategy** | - Finalize the contract, secure payment gateway credentials (store IDs, secret keys), and obtain necessary assets (logo, branding guide).  **-** Define the **3** essential core pages and the content hierarchy for the **1** primary landing pages.  - Deliver design prototypes for the main site template and one core landing page template for client approval. | **Week 1** |
| **Phase II: Core Build & Integration** | - Develop the functional CMS, database structure, and the **3** core supporting pages (Home, Contact, Products, etc.).  - Code the **1** dedicated landing page template (A, B, C) with optimized forms and CTAs..  - Connect the Payment Gateway API to the checkout module and implement transaction initiation logic (using test/sandbox credentials). | **Week 2** |
| **Phase III: Security & QA** | - Develop and deploy the IPN (Instant Payment Notification) listener and validation logic to ensure the back-end records accurate transaction statuses.  - Conduct comprehensive end-to-end QA. Verify form submissions and mobile responsiveness, and run test payments through the entire funnel.  - Implement and verify **GA4** tracking for all page views and custom conversion events (e.g., successful payment, form clicks). | **Week 1** |
| **Phase IV: Launch & Handoff** | - Update Payment Gateway credentials to **Live Mode**, perform final security checks, and deploy the entire platform to the production domain.  - Provide Mr. Mollik admin access and a training session covering CMS usage and transaction reporting. | **2-3 days** |

# Deliverables

Upon successful engagement, Mr. Rajib Mollik will receive:

* Deployment of 1 dedicated landing page optimized for high conversion rates (CR) to maximize traffic ROI.
* Verified, full integration with the chosen Payment Gateway, including Instant Payment Notification (IPN) logic for 100% accurate, secure transaction tracking
* A fast, professional core website (Home, Contact, Products) built on a manageable CMS for essential brand credibility.

# Financial Proposal

| **SN** | **Particular** | **Qty** | **Rate** | **Amount** |
| --- | --- | --- | --- | --- |
| Web Development | | | | |
| 1. | Architect, Design, and Deploy Website | 1 | 0 | 0 |
| 2. | 1 Landing Page Construction | 1 | 0 | 0 |
| Secure Payment Gateway | | | | |
| 3. | SSL Commerce | 1 | 0 | 0 |
| VAT (15%) | | | | 0 |
| TAX/AIT (10%) | | | | 0 |
| **Total** = | | | | 0 |

| **Total (including VAT & TAX/AIT) =** | **0** |
| --- | --- |
| **Taka in Words:** | |

# Payment Terms & Conditions

* Price: The quoted price is in Bangladeshi Taka (BDT), including VAT (15%) and TAX/AIT (10%).
* Mode of Payment: A mobilization fee of [50]% of the Total One-Time Fee is due within 7 working days of contract signing. The remaining [50]% is due upon successful completion of the Payment Gateway testing and final site deployment.
* Validity: The validity of this offer is 30 days from the date of the issuance of the proposal.
* Delivery: The estimated delivery time for the fully launched and integrated site is 6 weeks from the date of mobilization fee receipt and asset provision by the client.

# Conclusion

By commissioning this project, **Cyberlog** ensures **Mr. Rajib Mollik** a state-of-the-art digital storefront. This platform is designed for security, performance, and commercial success, ensuring every visitor has a clear path to conversion and secure payment.

Confidentiality

All information shared during this engagement will be treated as strictly confidential and handled in accordance with a mutually signed **Non-Disclosure Agreement (NDA)**.

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**Hridoy Mustofa**Founder and CEO  
Email: [hridoy@cyberlog.com.bd](mailto:hridoy@cyberlog.com.bd)   
Phone: +880 1864-291014  
Website: [https://cyberlog.com.bd](http://cyberlog.com.bd)