

MATRIBOOK

WEBSITE DEVELOPMENT & DIGITAL PRESENCE PROPOSAL

SHELTER ADVISORY SERVICES LIMITED

PROGRAMME	Renewed Hope Housing PPP Summit 3.0
PREPARED BY	Samuel Rotimi Shodimu Matribook
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TOTAL PROJECT INVESTMENT	■200,000 — bundled initial project

Executive Summary

Matribook proposes to design, develop, launch, and provide agreed maintenance support for a professional digital presence for Shelter Advisory Services Limited and its Renewed Hope Housing PPP Summit 3.0 programme. The package combines a responsive full-stack website, database integration, search engine optimisation (SEO), domain registration and hosting for the first year within the stated allowance, and the creation and ongoing maintenance of selected social media platforms.

Total investment: ■200,000. Website development and initial launch are targeted for completion within seven (7) days after project commencement requirements are met. Social media setup, ongoing website/social media maintenance, and related support follow an agreed schedule and are not represented as being completed within the same seven-day website build window.

1. About Matribook and the Developer

Matribook is the developing firm for this project, with Samuel Rotimi Shodimu leading the technical delivery. Samuel's practical project experience includes GAPEX, a browser-based gaming platform, and ongoing interactive web and game-development projects. This work involves planning user-facing experiences, implementing application logic, and considering how digital products operate across devices.

His practical technical toolkit includes HTML, CSS, JavaScript, PHP, and MySQL, alongside responsive interface development, database connectivity, deployment configuration, and foundational SEO. Matribook will apply this experience to build a digital platform tailored to the organisation's communication and operational goals.

2. Project Objectives

- Establish a credible and professional online identity for Shelter Advisory Services Limited.
- Create a dedicated digital destination for the Renewed Hope Housing PPP Summit 3.0.
- Present approved information about the organisation, summit objectives, programme updates, partners, speakers, and contact channels.
- Develop a responsive full-stack website with backend processing and MySQL database integration for agreed forms and submissions.
- Improve online discoverability through foundational SEO and social sharing configuration.
- Create and maintain agreed social media profiles, including LinkedIn and Facebook, with other suitable platforms selected with the client.
- Provide an agreed maintenance process to keep the website and selected social platforms current after launch.

3. Website Design and Development

Professional UI/UX: Modern, clear and credible design aligned with the organisation and summit, with intuitive navigation and calls to action.

Core website sections: Homepage, organisation overview, summit information, announcements or updates, partner/speaker information where supplied, and contact/enquiry details. Final structure is agreed before development.

Full-stack build: HTML, CSS and JavaScript frontend, PHP backend processing, and MySQL database integration.

Forms and database: Contact/enquiry forms and an agreed registration or expression-of-interest workflow if confirmed in scope; submissions stored in a structured database.

Responsive design: Layouts and forms adapted for mobile phones, tablets, laptops, and desktop computers.

SEO: Page titles, meta descriptions, heading structure, image alt text, social sharing metadata, sitemap and indexing configuration where supported, and foundational on-page optimisation.

Launch and quality checks: Domain and hosting configuration, SSL/HTTPS where supported, database deployment, functional checks, and launch verification.

4. Social Media Creation and Maintenance

Matribook will create or professionally optimise social media profiles that support the organisation's audience, reputation, and summit communications. LinkedIn and Facebook are priority platforms; Instagram and other suitable channels can be included as agreed and where appropriate.

- Set up or optimise business profiles and page details, including descriptions, contact details, and website links.
- Apply consistent profile images, cover graphics, and brand presentation using client-approved assets.
- Prepare initial branded launch posts introducing the organisation, website, and summit.
- Provide an agreed content plan for updates, announcements, event information, and relevant organisational communications.
- Maintain the agreed profiles through scheduled content updates and reasonable profile housekeeping, under a maintenance schedule agreed with the client.
- Coordinate links between the website and the organisation's social channels.

The maintenance schedule, posting frequency, number of monthly posts, response handling, and any paid promotion will be confirmed in writing before work begins. Paid advertising spend, influencer fees, and premium third-party tools are not included in the ₦200,000 total.

5. Website Maintenance and Support

The proposal includes creation and maintenance support for the website within the agreed project arrangement. The parties will agree the maintenance period, response expectations, and level of support before commencement so that the scope remains clear and sustainable.

- Routine checks of key website pages and agreed forms.
- Minor content updates supplied or approved by the client.
- Basic updates, backups, and security checks where supported by the hosting environment.
- Monitoring of core functionality and troubleshooting of issues related to the delivered scope.
- Coordination of website and social media updates for agreed announcements.

Major new features, substantial redesigns, large-scale content production, advanced integrations, and services outside the agreed maintenance scope may require a separate quotation. Domain and hosting renewal after the first 12 months is separate from the initial allowance and will be confirmed before renewal.

6. Project Investment and Cost Breakdown

The total project investment is **₦200,000 (Two Hundred Thousand Naira Only)**. The following allocation is a transparent estimate within the single bundled price.

SERVICE	COST
Planning, requirements and website structure	₦10,000
UI/UX design and responsive frontend development	₦30,000
PHP backend and MySQL database integration	₦45,000
SEO setup and social-sharing configuration	₦15,000
Domain registration and hosting — first 12 months allowance	₦35,000
Social media creation and profile optimisation	₦20,000
Initial branded graphics and launch content	₦10,000
Testing, security checks, deployment and handover	₦15,000
Initial maintenance planning, project coordination and delivery	₦20,000
TOTAL PROJECT INVESTMENT	₦200,000

Domain and hosting: The total includes a ₦35,000 allowance for domain registration and hosting for the first 12 months. The exact package depends on provider pricing, domain availability, and technical needs. Any cost above this allowance will be discussed and approved before purchase. The first-year domain and hosting cost is covered within the total, subject to the agreed allowance; renewal after the first year is separate.

7. Delivery Timeline

Website build — within 7 days: Planning, design, core pages, backend/database, SEO configuration, testing, and initial deployment, provided required materials and approvals arrive on time.

Social media setup: Profiles and branding prepared alongside the website where practical, with the final setup schedule agreed with the client.

Ongoing maintenance: Website and social media maintenance carried out according to the agreed posting and support schedule after the initial setup.

The seven-day commitment applies to the website build and initial deployment only; it does not mean ongoing social media or maintenance services are completed within seven days. The timeline starts when the proposal is approved, the commencement payment is received, and required content, brand assets, and access credentials are provided.

8. Payment Terms

60% commencement payment	■120,000
40% completion payment	■80,000

The completion balance is payable following review of the agreed website deliverables and before final handover. Any recurring maintenance schedule and the included period or frequency will be confirmed in writing before commencement.

9. Client Responsibilities and Exclusions

- The client will supply approved text, logo, images, summit details, contact information, and partner/speaker information to be published.
- The client will provide timely feedback, approvals, and required domain/hosting or social account access.
- Any domain/hosting costs above the stated allowance, paid advertising spend, premium software, payment gateway charges, and external service fees require prior approval.
- Advanced ticketing, payment systems, complex integrations, or substantial scope changes are excluded unless separately agreed.
- SEO supports discoverability but cannot guarantee specific rankings, leads, or visitor numbers.

10. Conclusion and Acceptance

Matribook looks forward to helping Shelter Advisory Services Limited establish a professional digital presence for the organisation and Renewed Hope Housing PPP Summit 3.0. The ■200,000 package brings together a full-stack website, database integration, SEO, first-year domain and hosting allowance, social media creation, and agreed maintenance support.

Upon approval, the parties will confirm the final feature list, social platforms, hosting package, maintenance schedule, content requirements, and commencement date.

FOR THE CLIENT	FOR THE DEVELOPING FIRM
Name: _____ Signature/Date: _____	Samuel Rotimi Shodimu Matribook Signature/Date: _____