

## ECAT Online System Offer Professional Website Design & Online Solutions for all your business needs

**We are one of the few companies in the world offering a 'Complete Online Solution for the Building Industry, Engineering Sector'.**

**%CLIENT%**  
**Comprehensive Online Solution**  
**%DATE%**

**Member: H GAUTHIER**

Registration No. CK2002/048631/23

www.ecatonline.co.za Tel: 012 993 2870 Tel: 012 993 2240 Fax: 086 528 9873

589 Rudolph street, Constantia Park, Pretoria, 0181

Website Design & Online Marketing, SEO (Search Engine Optimization), Online Catalogue, eCommerce Solutions, Database Solutions

## ONCE-OFF

### GENERAL ONLINE DESIGN

ECAT will design the online system interface according to your requirement

- Design according to client current requirement
- Main entry page with banner animation
- Blog (Newsletter) setup
- Online Enquiry
- Introduction page

<http://www.ecatonline.co.za/website-design.html>

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### PRODUCT CATALOGUE

Our online catalogue use state-of-the-art technologies which ensure quick & efficient access to all available products. Our design offer flexibility and comprehensive features which will enable your clients to make an inform decision at all time

- State-of-the-art naviagtion
- Individual product viewing
- Product emailing & printing facility
- Linking to Media: PDF, Video, Spec Sheet, Drawing, etc...
- Powerfull search facility
- Quick view facility
- Similar product suggestion
- Price comparaisn features

<http://www.ecatonline.co.za/online-catalogue.html>

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<p><b><u>MOBILE &amp; RESPONSIVE DESIGN</u></b></p> <p>At ECAT we will ensure that your online system will work on all browser at all time. Our mobile design will also give ease of use to all your clients who wish to access the system from their phone.</p> <ul style="list-style-type: none"> <li>• Responsive website for Tablet &amp; all browsers including             <ul style="list-style-type: none"> <li>- IE7 to latest</li> <li>- Google Chrome</li> <li>- Firefox</li> <li>- Safari</li> </ul> </li> <li>• Design adapted for iPhone and Handheld application</li> </ul> <p><a href="http://www.ecatonline.co.za/mobile-responsive-design.html">http://www.ecatonline.co.za/mobile-responsive-design.html</a></p> <hr style="border-top: 1px dashed #000;"/> <p><b><u>SEO OPTIMIZATION</u></b></p> <p>At ECAT, We do pride ourselves in specialising in SEO optimization The following main benefits of our SEO ECAT strategy are provided below:</p> <ul style="list-style-type: none"> <li>• Increased Visibility</li> <li>• Increased marketability of your products and services</li> <li>• Return on Investment</li> <li>• Long Term Positioning</li> <li>• Cost Effective Website Monitoring and Management</li> <li>• Measurable Results</li> <li>• Maintain a greater control on your 'destiny' as a company</li> </ul> <p><a href="http://www.ecatonline.co.za/seo-optimization.html">http://www.ecatonline.co.za/seo-optimization.html</a></p>	
<p><b>SUB TOTAL ONCE OFF</b></p> <p><b>VAT</b></p> <p><b>TOTAL ONCE-OFF</b></p>	<p><b>15,000.00</b></p> <p><b>2,100.00</b></p> <p><b>17,100.00</b></p>

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## MONTHLY SOLUTION

### WEBSITE DESIGN & MAINTENANCE

Professional quality website design is essential to your online success. Over the years, ECAT has completed hundreds of web projects from conception to completion

- Basic graphic design (Website / Photoshop or others)
- Design & page maintenance
- Newsletter & Specials upload
- Software maintenance
- Product catalogue system update
- Up to 8 hours

<http://www.ecatonline.co.za/website-design.html>

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### STATISTICS

In order to assess the success of your online system, it is important to have at all time a complete overview of all monitored activities. At ECAT we offer you all this and more...

- AW Stats & Google Analytics statistics setup
  - unique visitor
  - page viewed
  - keyword access
  - most viewed page
  - geographical access
  - and much more...
- Product Catalogue statistics
  - accessibility per category
  - accessibility per brand
  - accessibility per item viewed
  - accessibility per search result

<http://www.ecatonline.co.za/content-management-system.html>

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### ONLINE ACTIVITIES

View and analyse at all time all your online activities.

- Viewing of Website enquiries
- Viewing of Product enquiries
- Viewing of Competition registrations
- Viewing of Newsletter registrations
- Error logs
- Quick search facility

<http://www.ecatonline.co.za/content-management-system.html>

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### CLIENT MANAGEMENT MODULE

Let you client register online and create your own client zone.

Manage online all your clients details and preferences.

- Account verification & activation
- User Preference setting
- Account validation with accounting system
- Account details maintenance

<http://www.ecatonline.co.za/content-management-system.html>

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### PAGE MANAGEMENT

Manage online your specials, newsletter or any other pages which required maintenance on a constant basis

- Online management of pre-defined website pages
- Specials, Newsletter, Product highlights, new products, Blog, others...

<http://www.ecatonline.co.za/content-management-system.html>

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### HOSTING SOLUTION

All our online solutions are completely hosted on our server in a highly secured environment in Johannesburg.

- 100 Gbytes disk space
- 20 Gbytes bandwidth
- Database & System backup solution
- Hosting @ Internet Solution – Bryanston / Johannesburg

<http://www.ecatonline.co.za/website-hosting.html>

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### IMPORT & EXPORT (EXCEL FORMAT)

Our CRMS system offers import & export module which will facilitate the integration with any other system for reporting purpose or others

- Importing of product information & standard price list
- Exporting of all activities
- Exporting of orders & quotes
- Exporting of all users
- Exporting all catalogue statistics

<http://www.ecatonline.co.za/content-management-system.html>

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## PRODUCT DATABASE MAINTENANCE

Over the years, we developed a state of the art capturing system, which allow us to create and maintain these online databases in an easy, efficient and cost-effective manner.

- Limited to 100 products/month, non-accumulative
- Insert / update / removal
- images, description, code, specification, categorising

<http://www.ecatonline.co.za/database-solutions.html>

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## PRODUCT DATABASE EDITOR

Manage online all your product online at anytime or place. Make changes on the fly without having to contact us, or you can even do bulk updates with our online import system

- Viewing by brand
- Viewing by category
- Search facility for quikc access
- Product editing
  - Name, code
  - Category, brand
  - Specification
  - Images
  - Media link: PDF, video, spec sheet, etc...

<http://www.ecatonline.co.za/content-management-system.html>

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## SEO OPTIMIZATION

At ECAT, We do pride ourselves in specialising in SEO Optimization. Our state of the art website building expertise will ensure that your website is built efficiently, in order to maximize your keywords exposure.

### **Keywords**

- Keyword Research
- 10 Main Keywords
- Ranking Analysis

### **On Page SEO implementation**

- HTML Optimization
- Meta Data Analysis (Title, Description, Keyword)
- Alt Tag Optimization
- Optimal Cross linking
- Internal Links Optimization
- Site Architecture Analysis

### **General Analysis**

- Speed Loading Optimization
- Broken Links Analysis
- CSS & HTML Validator
- Monthly Statistics Analysis
- Google Analytics Setup

### **Backlinks**

- Link building strategy
- Competition Analysis
- Search engine Submission
- Directory submission analysis

### **Indexing**

- Product catalogue indexing
- Sitemap integration
- Robots.txt optimization
- 301 Redirect

### **Others**

- SEO Copywriting and content density
- Mobile Friendly Optimization

<http://www.ecatonline.co.za/seo-optimization.html>

**NOTE:** The SEO analysis does not guarantee at any time the ranking of the client website on the first page of Google for any of the selected keywords.

**SUB TOTAL MONTHLY**

R2,500.00

**VAT**

R350.00

**TOTAL MONTHLY**

R2,850.00

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**SERVICE AGREEMENT**

**BETWEEN**

**ECAT cc  
(hereafter called ECAT)**

**herein represented by**

**Hugues Gauthier**

**in his capacity as**

**Managing Member**

**and duly authorised**

**AND**

.....  
**(hereafter called .....**)

**herein represented by**

.....  
**in his capacity as**

.....  
**and duly authorised**

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**The Parties pursuant to this Service Agreement hereto agree as follows:**

1. (%CLIENT%) undertakes to pay to ECAT, in line with the terms provided in the ECAT proposal above, the once-off amount provided in the ECAT proposal above (i.e. R17,100) and, on a monthly basis, the subsequent monthly payments stipulated in the ECAT proposal above (i.e. R 2,850.00). Payment terms for the once off amount provided in the ECAT proposal above (i.e. R17,100) are fifty percent (50%) deposit on signature of this agreement and are fifty percent (50%) on completion by ECAT of the initial service.
2. An annual escalation rate of six percent (6%) will apply automatically on the anniversary date of this contract.
3. The source code and the system used by ECAT in its final developed stage will be regarded as the exclusive intellectual property of ECAT. This intellectual property will include any on-line system and/or windows application developed by and owned by ECAT, requiring normally any of the following technologies: javascript, sql, ajax, xsl stylesheet, .NET, clarion.
4. A backup of the current database, graphic artwork, website pages (in html format) and images will be made available to the client, (%CLIENT%), on request.
5. (%CLIENT%) hereby indemnifies ECAT against any consequential damage, loss, claims or costs that may result from work being done in connection with the service being rendered and/or termination or discontinuation of the service provided by ECAT.
6. This Service Agreement will continue to be binding on both Parties to this Service Agreement, until such time as any of the Parties provides a written three (3) month notice to the other Party, in which case this Service Agreement will be terminated within a period of three (3) months from the date of the written notice i.e. this Service Agreement will be binding on both Parties for an additional period of three (3) months from the date of the written notice.
7. Should the current agreement be cancelled by the client, in line with the provisions of clause 6 above, all graphic artworks, website pages (in html format), images and database contents (in excel format) will be surrendered to the client, (%CLIENT%), on a written request received by ECAT from the client, on the termination date of this Service Agreement (see clause 6 above).
8. This Service Agreement shall be deemed to be an Agreement made in the Republic of South Africa and subject to South African Law.

Signed at.....this.....day of.....2016

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**SIGNATURE**  
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**FOR**  
.....  
**CAPACITY**

**WITNESSES:**

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Signed at.....this.....day of.....2016

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**SIGNATURE**  
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**FOR**  
.....  
**CAPACITY**

**WITNESSES:**

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