



Web Redesign & Revamp Proposal

From
Stagmark Media

For
ClusterKnot Technologies

Agreement

This Agreement is entered into on 04-09-2026, between Stagmark Media ("Agency") and ClusterKnot Technologies ("Client") for the redesign, redevelopment, and migration of the existing ClusterKnot website.

The existing PHP-based website will be redesigned with a modern, professional, and conversion-focused user experience and subsequently redeveloped using WordPress and Elementor.

The objective of this engagement is to create a stronger digital presence for ClusterKnot, improve the presentation of its technology and consulting capabilities, establish clearer service and implementation journeys, and provide the Client with a scalable website that can be managed and expanded more efficiently in the future.

The project will be executed through a structured UI/UX Design → Core Website Implementation → Complete Website Development process.

Proposal Overview

ClusterKnot's existing website presents a broad portfolio of ERP, technology consulting, cybersecurity, business advisory, staff augmentation, implementation, and digital transformation services.

The existing website already contains substantial business information, including seven primary service offerings and multiple implementation solutions covering Microsoft, SAP, ERP/Odoo, ADempiere, ERPNext, and Veriato.

The proposed revamp will retain the depth of ClusterKnot's existing offering while significantly improving how that information is presented.

The redesigned website will focus on:

1. A modern and credible B2B technology experience
2. Clearer presentation of ClusterKnot's services and expertise
3. More descriptive and conversion-focused service pages
4. A structured implementation and solutions ecosystem
5. A stronger Careers and recruitment experience
6. Improved mobile responsiveness and usability
7. A scalable WordPress and Elementor platform
8. Migration of the existing website content and blog

Scope of Work

Stagmark Media will redesign the existing ClusterKnot website in Figma and subsequently implement the approved designs using WordPress and Elementor.

The scope covers the existing corporate pages, seven service offerings, implementation and solution pages, Careers, Contact, Blog, legal pages, and existing website content.

1. UI/UX Design in Figma

The project will begin with a dedicated UI/UX design phase in Figma. This phase will establish the visual direction, information hierarchy, page layouts, responsive behaviour, and reusable design components for the new website.

The Figma design will be completed and approved before the WordPress implementation begins.

The design phase will cover:

- Homepage
- About Us
- Services overview
- Seven service page layouts
- Implementation overview
- Microsoft Solutions structure
- Individual solution page layouts
- Careers
- Contact
- Blog archive
- Blog article template
- Privacy Policy
- Terms & Conditions
- Header and navigation
- Footer
- Reusable UI components
- Desktop and mobile design direction

The approved Figma designs will become the visual and structural reference for the WordPress development phase.

2. Website Design Direction

The redesign will move ClusterKnot away from a predominantly information-heavy presentation towards a more structured and contemporary B2B technology experience.

The design will emphasise clarity, credibility, technical expertise, and conversion.

The redesign will focus on:

- Stronger visual hierarchy
- Clear service discovery
- Better use of whitespace
- Improved typography
- Modern visual components
- Stronger calls to action
- Better presentation of technical information
- Improved content readability
- Consistent design language across all pages
- Responsive layouts for all screen sizes

3. Services Section

ClusterKnot currently presents seven primary services through its website. These services will receive dedicated and more descriptive page structures in the redesigned website.

The seven service areas are:

- 1.ERP Solutions
- 2.IoT Consulting
- 3.Custom Solutions
- 4.Business Advisory Services
- 5.Staff Augmentation
- 6.Cyber Security
- 7.Project Rescue and Operations

Each service will be presented through a dedicated page designed to communicate the service offering clearly and guide visitors towards an enquiry.

Service Page Structure

Each service page will be developed around a consistent but flexible structure.

Includes:

- Service introduction
- Business challenges
- Service capabilities
- Key benefits
- Relevant technologies or solutions
- Approach / methodology
- Supporting visuals
- FAQs where applicable
- Related services
- Strong enquiry call to action

4. Implementation & Solutions Section

The Implementation section will be redesigned as a structured solutions ecosystem, making it easier for visitors to understand the different technologies and implementation capabilities offered by ClusterKnot.

The current website includes Microsoft, SAP, ERP, and Veriato under the Implementation section. The ERP section further includes Odoo, ADempiere, and ERPNext.

Microsoft Solutions

The existing website contains dedicated solution pages for:

1. Dynamics 365 Finance and Supply Chain
2. Dynamics 365 Project Operations
3. Microsoft Power BI
4. Dynamics 365 Human Resources
5. Dynamics 365 Business Central

These individual solution pages will be redesigned using a consistent solution-page framework while allowing each solution to communicate its specific capabilities and business applications.

ERP Solutions

The existing ERP structure includes:

- 1.Odoo
- 2.ADempiere
- 3.ERPNext

These solution pages will be redesigned and organised to create a clearer relationship between ClusterKnot's ERP consulting expertise and the individual platforms it supports.

Other Implementation Solutions

The redesigned implementation section will also cover:

- SAP
- Veriato

The implementation overview will provide a clear pathway to each individual solution and encourage visitors to explore the relevant capability.

5. Careers Page

The existing Careers page will be redesigned as a dedicated recruitment-focused experience.

The new page will make it easier for potential candidates to understand ClusterKnot's working environment, available opportunities, and application process.

Includes:

- Careers introduction
- Company culture
- Employee value proposition
- Current openings
- Job descriptions
- Application CTA
- Application submission functionality
- Responsive design

6. Contact Page

The Contact page will be redesigned to create a clearer and more conversion-focused enquiry experience.

The existing website currently presents ClusterKnot's UAE and Indian locations together with an enquiry form.

Includes:

- Modern enquiry form
- Office locations
- Contact information
- Email and phone CTAs
- Google Maps integration
- Service selection
- Mobile-responsive layout
- Strong conversion CTAs

7. Blog & Content Migration

The existing ClusterKnot blog will be migrated into the new WordPress website.

The new blog will use a redesigned archive and reusable article template rather than designing every existing article as a separate custom page.

The existing website currently contains articles covering topics including Microsoft Dynamics 365, Business Central, Odoo, ERP implementation, Power BI, and related technology subjects.

Migration includes:

- Blog archive redesign
- Individual article template
- Existing article content migration
- Featured image migration
- Publication date migration
- Author information
- Categories and tags where applicable
- Internal links where applicable
- Responsive article layouts

8. Content Restructuring

The redesign will not simply reproduce the existing PHP website page-for-page.

Existing information will be reorganised where required to create a clearer user journey and improve the presentation of ClusterKnot's expertise.

This may include:

- Reorganising page sections
- Improving content hierarchy
- Consolidating repetitive information
- Creating clearer calls to action
- Structuring technical information into digestible sections
- Improving navigation between related services and solutions

The underlying business information supplied by the Client will remain the source of truth for all final website content.

9. WordPress & Elementor Development

Once the Figma designs are approved, the website will be implemented using WordPress and Elementor.

The development will establish a reusable website framework rather than creating every page independently.

Includes:

- WordPress installation and configuration
- Elementor implementation
- Custom page development
- Reusable design components
- Responsive implementation
- Header and footer development
- Navigation implementation
- Contact forms
- Blog functionality
- Careers functionality
- Basic security configuration
- Website optimisation

Creative & Technical Execution Plan

The complete website will be delivered through three defined production phases.

Phase 01 — UI/UX Design

The project will begin with the Figma design stage. The objective is to finalise the website's visual direction and page structures before development begins.

Deliverables:

- Website architecture
- Homepage design
- Major page designs
- Service page design system
- Implementation page design system
- Careers design
- Contact design
- Blog design
- Responsive design direction
- Reusable component system

Phase 02 — Core Website Implementation

After Figma approval, the approved designs will be implemented in WordPress and Elementor.

This phase will focus on the primary front-facing pages and the core design system.

Includes:

- Homepage
- Main Services page
- Service page structure
- Main Implementation page
- Major front-facing pages
- Header and navigation
- Footer
- Core Elementor components
- Responsive implementation

This phase provides the Client with a working representation of the approved design system before the remaining website pages are developed.

Phase 03 — Complete Website Development

Following approval of the Core Website Implementation, the remaining website pages will be developed using the established design system.

Includes:

- All seven service pages
- Microsoft solution pages
- SAP
- ERP
- Odoo
- ADempiere
- ERPNext
- Veriato
- Careers
- Contact
- Legal pages
- Blog archive
- Existing blog articles
- Remaining website content
- Final responsive optimisation

SEO & Technical Migration

The redesigned website will be prepared with fundamental technical SEO considerations to support the transition from the existing PHP website to WordPress.

Includes:

- SEO-friendly page structure
- Heading hierarchy
- Meta title and description implementation
- Image optimisation
- XML sitemap
- Robots.txt configuration
- Google Search Console configuration
- Google Analytics configuration
- URL structure review

- Redirect mapping where required
- Broken-link checks
- Basic schema implementation where applicable

The objective is to minimise disruption to existing search visibility during the website migration. Ongoing SEO strategy and monthly SEO management are not included in this proposal.

Hosting & Infrastructure

The redesigned WordPress website can be hosted using Hostinger or another suitable managed WordPress hosting environment.

If Hostinger is selected, Stagmark Media can assist with the initial WordPress hosting configuration and website deployment.

Hosting setup includes:

- WordPress hosting configuration
- Domain connection
- DNS configuration
- SSL configuration
- Website deployment
- Basic security configuration
- Backup configuration

Hosting Cost

Hostinger / Hosting Charges: At Actual Cost

Hosting charges will be separate from the website development fee and will depend on the hosting plan selected.

Deliverables

At completion of the project, Stagmark Media will deliver a fully redesigned and redeveloped WordPress website covering the agreed ClusterKnot website structure.

Design

- Complete UI/UX design in Figma
- Responsive design system
- Reusable UI components
- Major page templates

Development

- WordPress website
- Elementor implementation
- Redesigned homepage
- About Us
- Services overview
- Seven service pages
- Implementation overview
- Microsoft Solutions
- Five Microsoft solution pages
- SAP
- ERP
- Odoo
- ADempiere
- ERPNext
- Veriato
- Careers
- Contact
- Privacy Policy
- Terms & Conditions
- Blog archive
- Individual blog article template
- Existing blog content migration

Technical

- Responsive implementation
- Contact forms
- Analytics setup
- Search Console setup
- Basic technical SEO
- URL and redirect management
- Website testing
- Final deployment

Project Duration

The complete project is estimated to take approximately 45 Business Days from commencement.

The project will be delivered across the following stages:

Phase	Estimated Duration
UI/UX Design in Figma	Upto 15 Days (Also depends on the inout of the client)
Core Website Implementation	15 Days
Complete Website Development	10 Days
Testing & Deployment	5 Days

The timeline assumes that required content, assets, approvals, and access credentials are provided within the agreed project schedule.

Service Cost

Website Redesign & Revamp

The project fee includes the Figma UI/UX design, WordPress and Elementor development, agreed page structures, service pages, implementation pages, Careers, Contact, Blog, content migration, responsive implementation, testing, and deployment.

Website Redesign & Development

₹60,000/-

Hosting

Hostinger / Hosting Charges: At Actual Cost. Approx around ₹14,000(Upto 4 years)

Domain

Existing Domain: No Additional Cost(hosted by client)

Any applicable domain renewal, transfer, or third-party service charges will be paid separately by the Client.

Payment Terms

The project fee will be divided into three milestone payments corresponding to the three major production stages.

1. Before UI/UX Design

The first payment will be made before commencement of the Figma UI/UX design phase.

This confirms the project and enables Stagmark Media to begin the design and website architecture process.

Payment: 40%

2. After Core Website Implementation

The second payment will be also made before commencement of the Core Website Implementation phase.

This phase includes the homepage, service pages, Implementation structure, and major front-facing pages developed from the approved Figma designs. The Client will review the working implementation before the remaining website pages are developed.

Payment: 30%

3. Before Complete Website Development

The final payment will be due after the completion of the Complete Website Development phase including implementation of remaining service pages, implementation pages, solution pages, Careers, Contact, legal pages, blog migration, and other agreed website pages.

Following receipt of the final milestone payment, Stagmark Media will proceed with the migration of the website and handling the assets to the client.

Payment: 30%

Change Requests

The project includes reasonable revisions during the respective design and development phases.

The Figma phase will establish the approved visual direction and website structure before development begins.

Once a design or page structure has been approved and development has commenced, substantial changes to the approved design, information architecture, functionality, or page structure may require additional time and cost. Any new functionality, additional page types, or requirements outside the agreed scope will be quoted separately.

Responsibilities

Agency Responsibilities

Stagmark Media will:

- Conduct website discovery and architecture planning
- Design the website in Figma
- Develop the approved design in WordPress and Elementor
- Implement the agreed page structures
- Migrate the agreed website content
- Migrate existing blog content
- Implement responsive layouts
- Configure agreed integrations
- Implement basic technical SEO requirements
- Conduct website testing
- Deploy the completed website

Client Responsibilities

ClusterKnot Technologies will:

- Provide existing brand assets
- Provide required content and supporting materials
- Provide access to the existing website
- Provide domain and hosting access where required
- Provide existing website credentials where necessary

- Review Figma designs within agreed timelines
- Provide consolidated feedback
- Approve website designs and content
- Provide access to third-party platforms
- Confirm final content before launch

Website Ownership

Upon receipt of full payment, ClusterKnot Technologies will receive ownership of the completed website and final website content specifically created for the project.

The website will be deployed to the Client's WordPress hosting environment. Third-party plugins, themes, fonts, stock assets, software, and licensed components remain subject to their respective licensing terms.

Editable Figma design files and relevant website assets will be handed over upon completion and settlement of the project.

Exclusions

The following services are not included unless specifically mentioned in the final quotation:

- Complete brand identity development
- Logo redesign
- Professional photography
- Professional videography
- Extensive copywriting
- Ongoing SEO management
- Paid advertising
- Custom software development
- Complex third-party API integrations
- E-commerce functionality
- Advanced CRM integrations
- Ongoing website maintenance
- Hosting and domain renewal charges
- Paid third-party plugin or software licenses

Any additional functionality or requirements outside the agreed scope will be assessed and quoted separately.

Termination

Either party may terminate this Agreement by providing 10 days' written notice. In the event of termination, all work completed up to the termination date shall remain payable by the Client.

Any advance payment relating to completed work or committed project resources shall not be refundable.

Confidentiality

Both parties agree to maintain strict confidentiality regarding all business information, website credentials, customer information, technical information, proprietary materials, and other confidential information shared during the engagement.

Neither party shall disclose confidential information to any third party without prior written consent unless required by law.

Governing Law

This Agreement shall be governed by and construed in accordance with the laws of India.

Any disputes arising from this Agreement shall be subject to the jurisdiction of the courts of Kerala, India, unless otherwise mutually agreed by both parties.

Payment Details

Account Holder Name : **Stag Ventures Private Limited**



CMS College Road, Kottayam, Kerala, India - 686001

Account Number : **200305001371**

IFSC Code : **ICIC0002003**

Swift/BIC Code : ICICINBBNRI



stagventures.in@gmail.com

Signatures

By signing below, both parties acknowledge that they have read, understood, and agreed to the terms and conditions outlined in this proposal.

This proposal establishes the scope, responsibilities, commercial terms, and delivery framework for the complete redesign and redevelopment of the ClusterKnot website.

For **Clusterknot Technologies**

Name:

Signature:

Designation:

Date:

For **Stagmark Media**

Name: Aravind Babuji

Signature:



Designation: Managing Director

Date: 04-09-2026