



ESTIMATE

Date: 09|15|23

Connect. Simply.



Client: Thread Marketing/Tolco Corp.
Client Contact: Charles Pobee-Mensah
Prepared By: Zac Eckert

PROJECT OVERVIEW

1. Website Development **TOTAL \$ 14,750.00**

Thank you for the opportunity to submit a proposal.
We look forward to working with you!

Accepted by:

Client

Date

Studio Center

Date

Costs are valid for 14 days from the official date of estimate. 9.15.2023

PROJECT DETAILS FOLLOW

1. BASE WEBSITE DEVELOPMENT

Studio Center would create Wordpress templates/pages for each of the below pages. Thread will provide designs for each (created in Adobe XD). All of these are desktop designs only except for the homepage.

- Homepage (both desktop and mobile)
- Divisions page (Parent pages of category pages)
- Category page (Woocommerce page)
- Product page (Woocommerce page)
- Cart page (Woocommerce page)
- Checkout page (Woocommerce page)
- Order confirmation page (Woocommerce page)
- My account page (Woocommerce page, Portal page)
- Standard page (just a basic, design to be used for things like the contact page)
- Posts page (to be used for Sales Rep news Portal page, Customer new Portal page, and front facing news page)
- Individual post page (to be used for Sales Rep news Portal page, Customer new Portal page, and front facing news page)
- Sales Rep Collateral / Advertising materials (Portal page)
- Sales Rep Pricing Data (Portal page)
- Customer Pricing (Portal page)
- Customer Order History (Portal page)

2. Tools/Specialized Plug-ins

- WP Table Manager (for displaying pricing information for the sales reps and customers)
- WP All Import (for the client to import data)
- Role Based Pricing for WooCommerce (for showing customized pricing in the Woocommerce store)
- Memberpress (for managing customized users and the content they can see)
- TaxJar (for applying appropriate taxes for ecommerce sales)
- Contact for Shipping Quote (for freight delivery contact)

Initial SEO:

To get site noticed and ranking on all major Search Engines like GOOGLE, BING, and YAHOO. The basic package includes:

- Google Analytics Integration: So you see the important visitor stats on your site
- Keyword Research & Meta Tags (Title, H1, Description) Optimization.
- Robots.txt file integration: Makes it easier for “bots” to search/cache your site.
- XML Site Map Creation: So the search engines find all your pages correctly.
- Verification of your site with Google Webmaster Tools

Initial SEO/SEM cost: **No Charge**

Testing/Delivery/Training:

The site will be thoroughly tested (such as the complete functionality of forms or other scripts, as well as testing for last minute compatibility issues - viewing differences between different web browsers, ensuring that the website is optimized to be viewed properly in the most recent browser versions/mobile devices – referred to as responsive design. The digital team will check to be sure that all of the code written for the website validates. Valid code means that the sites meet the current web development standards – this is helpful when checking for issues such as cross-browser compatibility as mentioned above.

Once the client has given final approval, we will use the FTP (File Transfer Protocol) program to upload the website files to the server.

The client will receive up to 20 hours of training on the CMS virtually via GoToMeeting or Zoom (client’s choice).

CMS Training Hours: 20

Training Cost: **No charge**

Basic Ongoing Support and Site Maintenance:

Content management system updates, javascript updates, server maintenance and upgrades, secure certificate renewals, LAMP stack updates and upgrades. (*Does not include actual content additions.*)

Cost to client: **No charge**

*This site will be SEO optimized and ADA compliant upon release of the site to the client. Studio Center cannot be held liable for any added content, past the point of turnover to the client, that is not ADA compliant or SEO optimized. Please contact Studio Center for assistance as needed. We would be happy to help.