STUDIO CENTER®

The Main - Website Proposal

January 23, 2025

INTRODUCTION

About Us:
- Established in 1967
- Clients in 50 States/23 Countries
- Number of full time employees – 65
- Number of coffee makers – 43
- Official snack – Chocolate Chip Cookies

Our In-House Capabilities:
- Creative & Branding Services
- Web Design and Development
- Audio Production
- Video Production
- Account Services
- Digital Services
- Print Design and Production
- Media Services
- Social Media Management
- Photography
- Public Relations
- Accounting

WEBSITE DESIGN AND DEVELOPMENT
Including FREE Hosting and Maintenance!

Design

Our team of graphic designers will create a minimum of three mockups for the website to include the home page. Designers will make any and all revisions requested by the client.

Development

Once the mockup is approved by the client, the project developer will take all of the individual graphic elements from the mockups and use them to create the actual, functional site. Elements such as the CMS, interactive contact forms, and Search features are implemented and made functional during this phase, as well.

Copywriting

Our copywriter will work with the client to write compelling SEO friendly copy for the pages of the website.

Page Styling Modifications:

We will use existing content and any other text or imagery content that the client can provide, and style each page to be consistent in look and feel.

Initial SEO/SEM:

To get site noticed and ranking on all major Search Engines like GOOGLE, BING, and YAHOO. The basic package includes: Google Analytics Integration, Keyword Research & Meta Tags, Robots.txt file integration, XML Site Map Creation, Verification of your site with Google Webmaster Tools.

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Testing/Delivery/Training:

The site will be thoroughly tested - 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. **NO CHARGE**

Hosting:

Studio Center can host the client site on our Google Cloud-Based Server at **NO CHARGE** to you.

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 or change in the original scope of work.*) **NO CHARGE**

PRICING SUMMARY

Current Website Costs:

Event Calendar $51/month

Module Meetings Ongoing Fee: $29.75/month

**Hosting, CMS Access
& Analytics Dashboard Fees** $106.25/month

Standard Promotion - IG $595/month

Studio Center Website Costs:

Event Calendar $0/month

Module Meetings Ongoing Fee: $0/month

**Hosting, CMS Access
& Analytics Dashboard Fees** $0/month

Standard Promotion - IG $0/month*

IG promotion is included in social media management budget.

PRICING SUMMARY

NEW Website Design & Development with Studio Center

Estimated Design & Content Population: **$39,650**

Development Time: **$15,250**
(Note: cost/time could increase if it is necessary to custom create the reservation functionality)

Includes building current pages & content into Concrete CMS
Additional pages/content built at per/hour rate   **=$54,900 TOTAL**
          or $4,575/mo

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

Accepted by:

_____   _____
Client   Date

_____   _____
Studio Center   Date

Estimate valid for 10 days from 2/17/25

THANK YOU!

Point of Contact:

Bob Finke

161 Business Park Drive

Virginia Beach, VA 23462

Phone: 866.515.2111

Email: bobf@studiocenter.com

STUDIO CENTER ®

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MARKETING • ON-AIR & ON-CAMERA TALENT