



Estimate Packages for: WC Capital Solutions and Restoration Ninjas

Client Contact: Craig Reilly

Prepared by: William Prettyman for Studio Center

Date: October 20, 2020

Gold Package

Complete Website Redesign ,Development (ADA Compliant, Initial SEO, Mobile Friendly & Build on client's current Wordpress CMS)

1X Day of Location Photography (could include headshots)

1X :90 Second Video for the Website & Social Media Use

BONUS: 6 Months of Social Media Support (Includes IDEATION, CREATIVE, DESIGN, STRATEGY & REPORTING / ANALYTICS)

Total Cost: \$14,000.00 (for both)

Silver Package

Complete Website Redesign ,Development (ADA Compliant, Initial SEO, Mobile Friendly & Build on client's current Wordpress CMS)

BONUS: 3 Months of Social Media Support (Includes IDEATION, CREATIVE, DESIGN, STRATEGY & REPORTING / ANALYTICS)

Total Cost: \$12,000.00 (for both)

Bronze Package

Complete Website Redesign ,Development (ADA Compliant, Initial SEO, Mobile Friendly & Build on client's current Wordpress CMS)

Total Cost: \$10,000.00 (for both)

GOLD, SILVER, BRONZE – WEBSITE DESIGN AND DEVELOPMENT DETAILS Project: ADA

Compliant Website Redesign and Development with content population – on client's current Wordpress CMS

For Each Website

Design

Studio Center's project designer will create two sitemaps – one for the current site and one for a proposed redesign. The site map will list all main topic areas of the site, as well as sub-topics, if applicable. During this phase, the designer will help the client decide what technologies

should be implemented. Elements such as which CMS incorporate, will any contact forms be needed, etc.

The designer will work with the client to incorporate elements such as the company's logo or colors to help strengthen the identity of the company on the web site.

The designer will create one or more prototype designs (homepage mockups) for the web site. This is typically a .jpg image of what the final design will look like. The designer will make any and all revisions requested by the client (which may take time if the client isn't readily available). Once the homepage mockup is approved by the client, the designer will create a prototype (mockup) of an interior page for approval.

Hours: 25

Cost: \$6,875.00

Development:

The project developer will take all of the individual graphic elements from the prototype and use them to create the actual, functional site. This is typically done by first developing the home page, followed by a "shell" for the interior pages. The shell serves as a template for the content pages of the site, as it contains the main navigational structure for the web site.

Elements such as the CMS (We suggest Concrete5) interactive contact forms, or ecommerce shopping carts are implemented and made functional during this phase, as well.

The developer will write valid HTML / CSS code that complies with current web standards, maximizing functionality, as well as accessibility for as large an audience as possible.

Development Hours: 15

Development Cost: \$4,125.00

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 web site 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 web site validates. Valid code means that the site meets 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 web site files to the server.

The client will receive up to 10 hours of training on the CMS at either the Studio Center location, at the client's location or virtually via GotoMeeting (client's choice).

Training Hours:

10

Training Cost:

No charge

Hosting:

Studio Center can host the client site on our Google Cloud-Based Server.

Hosting Cost to client: n/c

Ongoing Support and Site Maintenance:

Content management system updates, javascript updates, server maintenance and upgrades, secure certificate renewals, LAMP stack updates and upgrades

Cost to client:

n/c

Project Cost Subtotal for Website Design and development per site: \$11,000.00

Client Discounts Outlined on front page

TOTAL WEBSITE PROJECT COST DEPENDENT ON WHICH PACKAGE CHOSEN

_____ **Option #1 – GOLD = \$14,000.00 for both**

_____ **Option #2 – SILVER = \$12,000.00 for both**

_____ **Option #3 – BRONZE = \$10,000.00 for both**
(Please indicate preferred package)

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

Accepted by:

Client

Date

Studio Center

Date

*These sites 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.

Estimate Valid for 14 days