



SHORELINE DENTISTRY / PRICING PROPOSAL / WEBSITE DESIGN & DEVELOPMENT

DECEMBER 7, 2023

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INTRODUCTION

About Us:

- Established in 1967
- Clients in 50 States/23 Countries
- Five offices – VB. RVA. DC. NYC.
- 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

ADA Compliant Website with FREE Hosting

Design

The designers will incorporate elements such as the company's logo and colors to help strengthen the identity of the company on the website. The designers will create a minimum of three website mockups for the website that include the home page and at least one interior page. The designer will make any and all revisions requested by the client. Once the mockup is approved by the client, the designer will send the assets to the developer for actual coding/construction of the functioning website.

Development

The project developer will take all of the individual graphic elements from the mockups 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, interactive contact forms, and Search features 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.

Copywriting

Our copywriter will work with the client to write compelling SEO friendly copy for the 5 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: 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**

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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.

Testing & Delivery Cost: **No charge**

Hosting:

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

Hosting Cost to client: No Charge

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**

PHOTOGRAPHY & VIDEO

Photography:

Our photographer will come to the client's location to shoot the exterior and selected interiors of the office along with headshots of the client's staff.

Video Shoot:

Our Social Media videographer and one assistant will come to the client location and shoot interviews/B-Roll footage in a one day shoot, for use in Social Media and the website.

PRICING SUMMARY

Website	\$ 9,040.00
Photography	\$ 600.00
Video Shoot	\$ 7,000.00
GRAND TOTAL	\$16,640.00

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

Accepted by:

Client

Date

Studio Center

Date

50% deposit is due at the time of kick-off and balance upon completion.
Estimate valid for 10 days from 12/7/2023.

THANK YOU!

Point of Contact:

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