



STUDIO CENTER®

WEBSITE



**THE DECK &
FENCE DEPOT**

YOUR DECK and FENCE SUPERSTORE

We build beautiful, on-brand frontends supported by elegant, sophisticated backends that are ADA-compliant and mobile-first.

Design

Our team of graphic designers will create website graphics and artwork to work best within the SPRUCE Content Management System, including new homepage and landing page designs.

Copywriting

Our copywriter will work with the client to write compelling SEO friendly copy as needed 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.

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 COST**

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 COST**

Design time & Content Population: 100 hrs

Development Time: 10 hrs

TOTAL HRS: 110 hrs

TOTAL COST: \$33,550



SOCIAL MEDIA

Photography | Graphic Design | Short Form Video | Gifs/Animation

Audience Building | Competitive Research | Profile Optimization | Analytics Reporting

All of our social media packages include custom creative content utilizing video, gifs, graphic design, photography, and responding to comments and messages. Posts will be a combination of boosted and organic on Facebook and Instagram.

ESSENTIALS PLUS - \$1,975/month

Custom Content/Creative:

Up to 1 on-location video/photo shoot per month includes photo editing and color correction.

Up to 12 posts monthly including 8 reels*

Facebook / IG Boosted Posts:

Clicks estimate 1,000 - 1,500

Impressions estimate

63,000 - 80,000 Mo.

Set up: *No Charge*

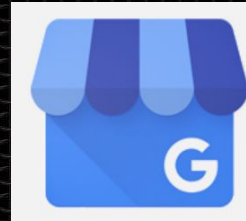
Additional Social Media Channels: Available at \$150 per each additional channel

*Influencer Package: Posts - recommended to run every other month. Length of reels may vary; will be between :15 and :60 seconds

DIGITAL ADVERTISING & STRATEGY

Information

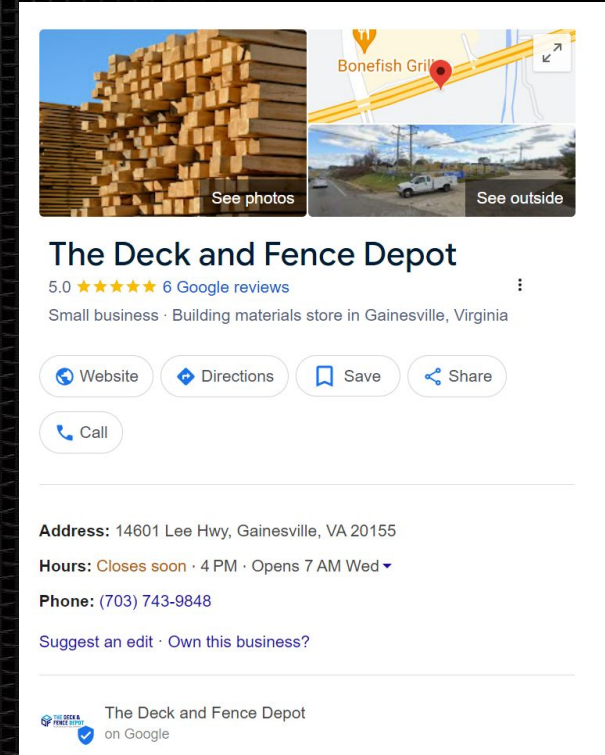
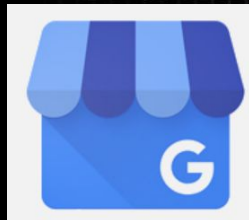
Studio Center created this digital advertising strategy to help The Deck & Fence Depot to increase website traffic and sales with the help of various digital advertising tactics



Tactics – Google My Business

Optimize Google My Business

1. Claim pages if you have not already
2. Add more detailed information about the business
 - a. Hours
 - b. Detailed description of business
3. Get Reviews - the more the better!
4. Add photos and videos
5. Add posts to keep profiles active



Tactics – Google Ads

With Google Ads The Deck & Fence Depot will be able to:

- ✓ Stay on **top of the Google Search** above organic results
- ✓ **Bring qualified high-intent traffic to the website**
- ✓ Raise overall **brand awareness**
- ✓ Highlight multiple products to new clients who might not know about your company

Example keyword phrases: composite decking near me, deck materials near me, fence materials near me, fencing supplies near me, hardwood decking, wood deck materials near me

Targeting Fauquier County, Prince William County, and Manassas, plus extra geo fencing around competitors' locations.

Website and Landing Pages

Studio Center will work together with The Deck & Fence Depot to determine the best landing pages for our campaigns. Here's what we could potentially use as our landing pages:

- The Deck & Fence Depot Homepage
- Existing product pages
- **Custom landing pages created by Studio Center**



TREATED DECKING

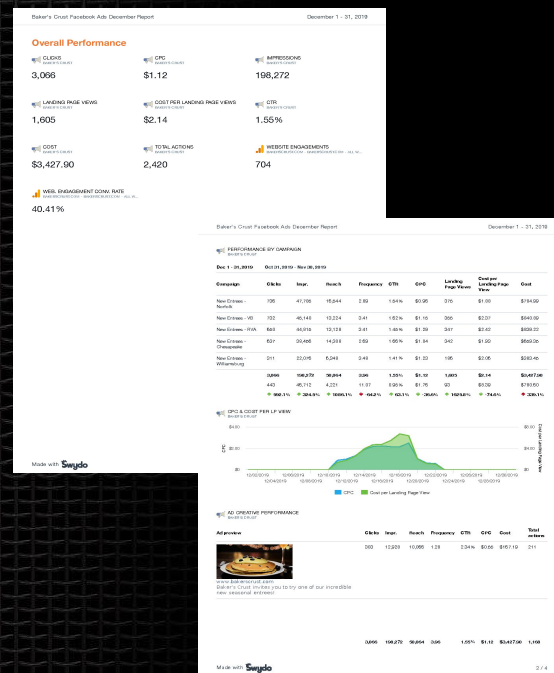


TREATED DECKING PRODUCTS

Welcome to the world of pressure-treated lumber, where not all wood is labeled.

Tracking & Reporting

- Studio Center will provide **15-day** and **30-day reports** with the paid advertising performance overview, campaign updates, and our recommendations.
- We can also provide recurring **bi-weekly reports** and/or an **online live dashboard** with the campaign performance that **can be accessed 24/7**.
- We will implement **heat mapping** to optimize any landing pages that we'll be using.
- We will use Google Optimize to **A/B test our landing pages**, offers, and other website features.



Tracking & Reporting

We'll be tracking such metrics as:

- Engagements & Engagement Rate
- Impressions
- Clicks
- Landing Page Views
- Cost (CPC, CPM, Cost/Engagement, Cost/Conv., etc.)
- CTR
- Conversions & Conversion Rate
- Bounce Rate and other metrics that can help us optimize our campaign performance



Paid Advertising – Budget

GOLD

\$9,000/month

Includes management fee + ad budget

Google Ads

- Clicks : 750 - 1,000
- Impr : 11,000 - 13,000

SILVER

\$7,000/month

Includes management fee + ad budget

Google Ads

- Clicks : 600 - 750
- Impr : 9,000 - 10,000

BRONZE

\$5,000/month

Includes management fee + ad budget

Google Ads

- Clicks : 500 - 600
- Impr : 7,000 - 8,000

Next Steps

1. Budget Selection
2. Market Research and Target Audience Configuration
3. Analytics Setup
4. Conversion tracking setup
5. Paid Digital Campaign Setup and Launch
6. Reporting & Ongoing Campaign Optimization

Project Summary & Selections

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

- ☐ Gold Option: \$9,000.00/month
- Campaign Launch and Management
 - Creative
 - Tracking and Reporting

- ☐ Silver Option: \$7,000.00/month
- Campaign Launch and Management
 - Creative
 - Tracking and Reporting

- ☐ Bronze Option: \$5,000/month
- Campaign Launch and Management
 - Creative
 - Tracking and Reporting

- ☐ Website Design: \$33,550

Accepted by: _____

Client

Date

Studio Center

Date

100% deposit is due at the beginning of each month in order to place media. Estimate valid for 10 days from 07/31/2024.

Thank You.