

## WORDPRESS THEME INSTALLATION

\$1,300.00

- Interaction: **3 hours**
  - One hour discovery session via phone
  - Content organization, site map, timeline creation and any additional status calls and account managing
- Theme purchase: **Average \$97.50**. The difference will be credited to your final invoice.
- We will populate and format up to 5 pages of basic content with stock images and lite copywriting based off of our initial call. You are able to replace what we provide with your own copy and images. The homepage is included, then four additional pages (For example, About, Contact, Services, and Blog): **3.75 hours**
  - Additional pages are roughly 1 hour/per page (we may require more time depending on the amount of content).
- Setting up the Wordpress database and troubleshooting with the host if necessary: **1.5 hours**
  - Additional troubleshooting with the host will be charged at the hourly rate.
- The website will be built on your website hosting space using the final URL. We will install a maintenance screen while we are building. If you would prefer that the website be built on a test site, please see additional pricing.
- Mockup of homepage in Photoshop, with minor revisions. Application and customization of mockup to the theme files: **5.25 hours**
- Includes a custom slide and stock imagery on the homepage when applicable.
- We only use website themes that are responsive and optimized for most devices.
- Pre-launch: **5 hours**
  - Installation of Maintenance Mode. Installation of Akismet plug-in.
  - Sitemapping with 301 redirects if applicable.
  - Setting up a Database backup system on your FTP and backing up final theme files unless your hosting is already providing this service.
  - Creating an FTP user and Wordpress Admin user for you.
  - Sending Test Email from Contact Form where Applicable, Confirming Admin Email Address and updating it on applicable areas of Wordpress Admin, Deleting all "For Positioning Only" media from the theme, making sure all plug-ins and database are up to date before launch, Linking Social Media Icons where applicable, adding site taglines to improve SEO, creating and uploading Favicon.
  - Testing in IE, Firefox, Safari and Google Chrome.
  - Training Video to allow the Wordpress users to manage content themselves.
- Includes 3 FREE months of bi-weekly updates, post-launch, to make sure site stays up to date.

## ECOMMERCE INTEGRATION

STARTING AT  
\$195

(In addition to a Wordpress theme installation)

- WooCommerce: **\$475**
  - 10 pre-loaded products, 2 categories, and up to 10 subcategories.
  - Styling the WooCommerce integration to look like the main website.
  - Includes a training video of how to add products to WooCommerce.
  - Entry of additional products charged at the hourly rate.
- PayPal Shopping Cart Plug-in: **\$195**
  - Reference: JustRightTv.com
  - Up to 10 products
  - Includes a training video how to add products using shortcodes.
  - Entry of additional products charged at the hourly rate.
- PayPal digital Downloads Plug-in: **\$195**
  - Reference: EyelyDesign.com/shop
  - Up to 10 products
  - Includes a training video how to add products using shortcodes.
  - Entry of additional products charged at the hourly rate.
- Etsy Store Integration Plug-in: **\$260**
  - Reference: RuthBarzel.com, KelleyHart.com
  - Up to 5 sub pages and one landing page.
  - Amount of products is limitless. It pulls from Shop Sections on a client's Etsy shop
  - Includes a training video of how to add products using Etsy.
  - Entry of additional sub-pages and Etsy Shop Sections charged at the hourly rate.
- Shopify integration may be available upon request. Inquire about pricing.

## ADDITIONAL OPTIONS AND SERVICES

- Hosting website on a test server (not at final URL).  
Includes transferring database or re-pointing host URL when final approved: **\$130**
- Advanced plug-in selection and installation: **\$130+**
- Additional basic content: **\$65/page**
- Stock image purchase: **\$5/photo**
- Email subscribe forms customized to match theme and added to the site. Does not include list or account set up: **\$130**
  - MailChimp or Constant Contact
- Copywriting: **Charged at the hourly rate**
- Custom slides for a slideshow. Includes 15 minutes of revisions. Additional revisions charged at the hourly rate: **\$32.50+**
- Image optimization/resizing for web: **Charged at the hourly rate**
- Graphic Design Services: **Charged at the hourly rate**
- SEO Services: **See next page**
- Ongoing Maintenance Plans: **See page 5**
-

## SEO PLAN

\$350 FOR  
90 DAYS

- Our SEO plan is for new or existing responsive Wordpress websites.
- Includes setup of Google Analytics and Webmaster tools.
- We will provide Google Analytics reporting approximately every two weeks, and record top keywords from the beginning, and then final keywords at the end. The plan is a 90 day period.
- We will provide recommendations for other ways to increase SEO.
- Set up Meta Titles / Meta Descriptions Templates
  - Your Wordpress website contains basic templates for different content types (pages, images, products, etc.). We include optimization for these basic templates: Posts, Products, Portfolio, Layouts, Product Categories, Client Categories, Slide Categories, Date Archives, Pages, Clients, Slides, Templates, Product Tags, Offer Categories, Testimonial Categories, Media, Offers, Testimonials, Post Categories, Shipping, Portfolio Categories, Author Archives
- Keyword Research
  - We research and identify keywords and keyphrases geared toward your target market (the people you are trying to reach). We compare this data to the keywords and keyphrases being used by your competition and where your competitors rank in Google and Bing.
  - We set up Individualized Meta Titles / Meta Descriptions to every post, page & taxonomy on your site.
  - We apply the individual keywords and keyphrases that were researched and make sure the meta title, description and URL is keyword laden for each post, page and taxonomy.
- We create 301 redirects for any page URL's that have changed.
- We create the site map and submit it to search engines.

\*We can not guarantee specific SEO rankings, and make no promises in terms of site listings in a Google or Bing search. We CAN promise an increase of organic search traffic to your site.

•

## MAINTENANCE PLANS

STARTING AT  
\$40

- **Plan 1 - Bi-weekly Updates/Maintenance for Existing Wordpress Sites: \$40.00+/month\***
  - Provide checkups and updates approximately every 15 days and confirm or create backups.
  - We receive daily Wordfence updates, check site health, check php errors, and alert client if hosting or domain needs to be renewed.
  - If issues are found that require additional assistance to fix, we will bill our hourly rate at a 5% discount.
  - \*We can not guarantee your site will be safe from malware, but these continuous updates are the best way to safeguard your website.
- **Plan 2 - Quarterly Updates/Maintenance for Existing Wordpress Sites: \$40.00+/every 3 months\***
  - Provide checkups and updates approximately every 3 months and confirm or create backups.
  - If issues are found that require additional assistance to fix, we will bill our hourly rate.
  - \*We can not guarantee your site will be safe from malware, but these continuous updates are the best way to safeguard your website.

\*Costs will vary based on size of site, or number of subscribers.