

## WORDPRESS THEME INSTALLATION

\$1,400.00

- Interaction: **3 hours**
  - Discovery session via phone
  - Unlimited email interactions
  - Content organization, site map, timeline creation and any additional status calls and account managing
- Up to \$100 of theme purchase and licensing, and advanced plugin purchases.
- 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): **5 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 hour**
  - 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 hours**
- Includes a custom slide and stock imagery on the homepage when applicable.
- Browser responsive and optimized for most mobile devices.
- Pre-Build and Pre-Launch: **5 hours**
  - Includes but not limited to: Installation of Maintenance Mode, Installation of Akismet plug-in if comments are turned on, Sitemapping with 301 redirects if applicable, backing up final site files, creating an FTP user on your host and Wordpress Admin user for you, sending Test Email from Contact Form where applicable, Confirming Admin Email Address, Deleting all "For Positioning Only" media from the site, making sure all plug-ins and database are up to date before launch, creating and linking Social Media Icons where, adding site taglines to improve SEO, creating and uploading Favicon, etc
  - Testing in IE, Firefox, Safari and Google Chrome.
  - Training Video to allow the Wordpress users to manage content themselves.

## ECOMMERCE INTEGRATION

STARTING AT  
\$240

(In addition to a Wordpress website)

- WooCommerce: **\$480**
  - Up to 50 Products.
  - Styling the WooCommerce integration to look like the main website.
  - Includes a training the user to maintain their products in WooCommerce.
  - Entry of additional products charged at the hourly rate.
- PayPal Shopping Cart Plug-in: **\$240**
  - Up to 20 products
  - Entry of additional products charged at the hourly rate.
- PayPal digital Downloads Plug-in: **\$240**
  - Up to 20 products
  - Entry of additional products charged at the hourly rate.
- Etsy Store Integration Plug-in: **\$240**
  - Amount of products is limitless. It pulls from Shop Sections on a client's Etsy shop
- Other eCommerce solutions 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: **\$160**
- Advanced plug-in selection and installation: **Varies**
- Additional basic content: **\$80/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: **\$80**
  - MailChimp or Constant Contact
  - Email Design and Development Additional
- Copywriting: **Varies**
- Custom slides for a slideshow. Includes 15 minutes of revisions. Additional revisions charged at the hourly rate: **\$40+**
- 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**
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## SEO PLAN

\$375+ FOR  
90 DAYS

- Our SEO plan is for new Wordpress websites built by Eyely Design.
- Includes setup of Google Analytics and Webmaster tools.
- We will provide Google Analytics reporting at the end of 90 days that includes a record top keywords from the beginning, and then final top keywords.
- We will include our recommendations for advanced SEO, or other ways to increase visibility.
- 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. Costs may vary based on size of site.



## MAINTENANCE PLANS

STARTING AT  
\$35/MONTH

- **Maintenance for Wordpress Sites: \$35.00/month\***
  - Daily cloud backups
  - WordPress core and all plugins are kept up to date (if a problem is detected we will roll back to previous version and determine next steps)
  - Free SSL certificate setup for the site (<https://> and secure in the web browser)
  - WordFence Security installed on the site
  - CloudFlare CDN basic plan setup for the site
  - Basic custom domain e-mail (up to 2gb per account)
  - You won't have to contact a third party hosting company for issues, you can go directly to Eyely Design.
  - We can not guarantee your site will be safe from malware, but these continuous updates are the best way to safeguard your website, and daily backups ensure a quick revert to a working copy of your site if necessary.

\*Costs may vary based on size of site.