



Website Development

Standard Project

Strategy & Creative Direction
Website Design & Development
Hosting & Maintenance
Consulting & Future Projects

Strategy & Creative Direction

Web Presence Strategy

- Purpose and Goals
- Current and Future Development
 - Page Flows
 - Customer Engagement
 - Conversions

Creative Direction

- Digital Guidelines
- Copywriting Guidelines
- Design Guidelines
- Web Interactive Guidelines
- Social Visual Guidelines
- Digital Mood & Media

INCLUDED

Website Project Services:

Website Infrastructure/Environment

- Domains
- Hosting Infrastructure
- Development/Testing Environment

Website Architecture

- Wordpress Platform
- Framework and Theme
- Sitemap
- Page Hierarchy

Website Development & Design

- Website Buildout
- Branding/Vision Customization
- Custom Feature Coding and Development
- Plugins and Widgets

SEO Strategy and Implementation

- Strategy

- Structure
- Content Integration
- Page Optimization

Performance Optimization

- Load Speeds
- Hosting Optimizations
- CSS Optimizations
- HTML Optimizations
- Image Compression
- High Performance Achieved

Website Launch

- Domains
- DNS Records
- Google Sitemap
- Testing

Analytics Buildout

- Google Analytics
- Facebook Pixel
- Customer Behavior Tracking
- Analytics Reporting and Managing

~~\$30,000~~ INCLUDED

Ongoing Website Services:

Ongoing Website Support

- Dedicated Account Management
- Platform Training Support

Branded Content Migration

- Custom Pages and Custom Development

Performance Enhancements

- Test and Optimize

Social Buildout and Integration

- Custom Pages and Custom Development
- Social Feed Integrations

Website Hosting

Website Hosting & Maintenance

- Daily Backups with Backup Development Site
- Uptime Monitor, Notifications when Website is Down
- 24/7 Updates for Apps and Wordpress
- Uptime Monitor, Notifications when Website is Down

Search Engine Optimization

SEO Optimizations

- Content Optimization
- Google Submittal
- Google Analytics Dashboard Monthly Review
- Continued Keyword Ranking
- Blogging and Copywriting Keyword Optimization

Ongoing Consulting

Consulting and Strategy

- Social and Digital Strategy
- Community Management Strategy
- Marketing Opportunities
- Tech Stack Advancements
- Media Opportunities
- Sale Funnels Opportunities

Branded Content

- Digital Application Guidelines
- Copywriting Guidelines
- Design Guidelines
- Web Interactive Guidelines
- Social Visual Guidelines
- Digital Mood & Media

\$1,000 / month

Email Marketing

Customer Engagement and Top of Mind Marketing

- Email Lists and Newsletters with Mailchimp Integration
- Top of Mind Marketing
- Custom Coded Templates Per Month (Plan 1: 1, Plan 2: 2, Plan 3: Unlimited)
- Custom Coded Specialty Emails Per Month (Plan 2: 1, Plan 3: Unlimited)
- Full Analytics and Tracking
- Email Blasts and Landing Pages
- Lead/Quote Flows
- Monthly Analytics and ROI Review with Client

Future Ad-on

Google Adwords Marketing

Search Engine Marketing

- Ad Strategy and Ad Spend Management
- Competitor Analysis and Keyword Mining
- Ad Rollout and Landing Page Strategy
- Daily Ad Spend Optimization
- Lead/Quote Flows
- ROI Tracking Using Custom Code in Google Analytics
- Monthly Ad and ROI Review with Client

Future Ad-on

Linkedin Marketing

Linkedin Organic and Paid Marketing

- Sales Navigator and InMail Messages
- Advanced Lead and Company Search
- Organic and Paid Content Generation
- Audience Strategy
- Ad Rollout and Landing Page Strategy
- Daily Ad Spend Optimization
- Lead/Quote Flows
- ROI Tracking Analytics
- Monthly Ad and ROI Review with Client

Future Ad-on

Retargeting Campaigns

Retargeting Advertising

- Facebook Pixel Configured with Custom Conversions/Events Coded
- Facebook Retargeting Ad Strategy and Rollout
- Google Network Retargeting Ad Rollout
- Youtube Pre-Roll Retargeting Ad Rollout
- Daily Ad Spend Optimization
- Lead/Quote Flows
- ROI Tracking Analytics
- Monthly Ad and ROI Review with Client

Future Ad-on

Payment Terms

Timeline

- \$1,000 due each month, by check or bank transfer.

Buyout

- Full Website Transfer Services and Support
- Backend Management Training
- SEO and Paid Marketing Data and History
- \$20,000 in first 12 months, \$12,000 after 12 months, \$2,000 off per signed up referral client

SPREDX LLC

Richard Steranko, President, Sprex LLC

Date:

Date: