



Digital Design Solutions

Web Design. Internet Solutions. Digital Marketing

51 Menendez Road, Saint Augustine, FL 32080  
415.225.4722

## WordPress Website Redesign Proposal

**OBJECTIVE:** This area will change based on the potential client's website.

To redesign your current site with a fresh look that is visually driven based on new images you provide. It will have a clean modern design with the opening banner image taking up the full screen space when landing on the site. And give visitors quick access to what they are looking for on the home page

### SCOPE OF WORK:

**Platform:** WordPress with a purchased theme - **billed separate from the quote.**

**Home Page Design:** We will create a home page design which will be an image/wireframe mockup of how we envision your site to look. Note: this design will include placeholder content and images so please know it is NOT final. It's a draft for you to approve the look and feel of the overall design. We do up to 2 revisions of this design not to exceed **15 hours**. Any revisions after the 2 if requested, will be billed separately at an **hourly rate of \$85**.

Once our homepage design is finalized and approved by you, we will need to set up a demo account to build the new site in. If you want to use our preferred hosting partner – Lexiconn, we will set up a new hosting account with them to build the site in. **There is a one-time set up fee of \$80 with a \$29 WordPress monthly hosting fee as this is outside of our quote/scope of work.** Should you choose to stay with your current hosting provider, you will need to contact them and ask them to setup a demo account then send us the login credentials, then when the site is finalized and ready to launch, you will have to work with them to overwrite the live site with the demo site.

### FLOW OF SITE DEVELOPMENT:

- Create Homepage design, meet with you to review.
- Once you approve the design, set up Demo account to build out your new site (this is where the hosting account is set up).
- Once the demo account is created, move design into HTML and create a responsive home page template.
- WordPress CRM
- Create responsive content/page templates.
- Create Blog and brand to the site.
- Create 55 existing pages from the live site and comparison page



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- Create header/footer include files.
- Create Blog and brand to the site.
- Carry over Meta-tags and Titles if applicable.
- Connect Site-map plugin that helps search engines find the site.
- Connect any applicable plugins.
- Test site including links and forms, prior to going live.
- Site launch
- Once the demo site is LIVE, we test again after launch.

**Page Development/Site Map:** The following pages will be developed

- Home
- About
- Portfolio
- Testimonial
- Blog
- Contact

**Basic SEO Development** - The website will be developed as SEO-friendly with the use of h1, h2 and h3 tags. If you have Meta titles, tags and descriptions those will remain in place. If you don't have these, we highly recommend you add these to each page and product to help search engines find you. Plus, the site will be mobile responsive which Google is starting to index sites mobile versions ahead of desktop version as of July 2019. Once the site is built, and the basic SEO elements are in place, we can set up a meeting with our preferred SEO partner Jemsu, who will recommend what the next steps for enhancing your site's SEO are. They specialize in SEO and Pay Per Click for site rankings and are great at what they do.

**Supporting Documentation:** We provide 3 detailed documents on how to make edits in the back office of your site. We can determine together what is most important to you for us to create. Should you require additional documentation, we are happy to provide it billed at an hourly rate separate from this scope of work.

**Phone Meetings:** 3 meetings per 3 phases of site development are included. Additional meetings after the initial 3 will be billed separately at our hourly rate.



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## OPTIONAL A LA CARTE ITEMS AVAILABLE:

- **SEO Marketing:**
- **Social Media Marketing**
- **Facebook, Instagram, and Twitter Feeds to homepage**
- **Google Reviews Feed**
- **ADA Accessibility:**

The Americans with Disabilities Act (ADA) is well known for ushering in the advent of wheelchair ramps and parking spaces for the disabled. As technology evolved, so too did the responsibility of websites to meet the needs of the disabled on the internet. Websites now must consider how each element on a web page can be adapted to fit the needs of their disabled users. Everything should meet the categories laid out by the ADA title III, so that each element can be used by all.

The consequences for noncompliance are very real. Business owners have faced over 150,000 ADA compliance demand letters since 2017 with the average out of court case settlement average of **\$20,00 - \$250,000**. For small businesses that is not small chain.

It can be overwhelming, but we are here to help. Our ADA solution will rapidly bring you into compliance, with a dynamic user interface allowing visitors to customize your site based on their individual needs. Then, we keep you in compliance with automated daily site reviews, automatically making the necessary changes needed and updating site certificates. Let Digital Design Solutions protect your business from lawsuits and open your website to the world! Click here to learn more about this add on <https://www.digitaldesignsolutions.co/ada/>

Digital Design Solutions offers ADA Compliance Solutions\* starting at \$780 per year with a one-time set up fee of \$500. This is separate from the quoted scope of work and will be billed as such should you choose to add this to your site.

\*Digital Design Solutions is not responsible for any legal action taken against your site should you choose not to add our ADA Compliance Solution to your site.

## Social Media Plans

### Facebook Feed on homepage:

Digital Design Solutions will directly feed your Facebook business page into your website. This option allows you to **maximize** your company's marketing message blended into your website. As your Facebook business page is updated, it will automatically update on its own on your website. Having this feature also allows you to amplify your brand image, build and grow your customer connections simultaneously.



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**Quote: \$250**

**Instagram Feed on homepage:**

Digital Design Solutions will directly feed your Instagram account into your website. This option allows you to **amplify** your company's marketing message blended into your website. As your Instagram account is updated, it will automatically update on its own as well onto your website. Having this feature also allows you to leverage your brand, increase sales and engage your customers.

**Quote: \$250**

**Google Reviews Feed added to your homepage:**

Your Google reviews will feed directly to your website's homepage. As your Google reviews are updated, it will automatically update on its own as well onto your website. The many benefits of getting Google reviews include Google ranking for local SEO and increasing your online reputation which is important now more than ever.

**Initial account setup, homepage feed and testing - \$425**

Does not include setting up a Google My Places account if you don't have one. This will be billed at an hourly rate as the setup varies per business

**Paid ads for Facebook and Instagram:**

Paid Facebook and Instagram advertisements are important for businesses because they allow you to target a specific audience. Our plan includes 2 ad design images with up to 2 revisions on the selected design, text and simple graphical elements to help amplify your ad's organic reach. Heavy illustration is not considered here.

**Quote: \$165**

Note: We will resize the same ad image to use in Instagram.

**Facebook Live Training/Instagram TV:**

We will train you how to utilize the tool "Facebook Live" and "IGTV" to create strong and competitive videos for these specific social media platforms. We include training on proper lighting and sound as well as help you with content for your videos.

**Quote: \$160**

Your site development is estimated between **## hours not to exceed ##**. We work diligently to come in on budget hours, however, the development process is a fluid one and can take longer



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than the estimated budgeted hours due to numerous factors. As we approach the maximum hours estimated, we will contact you and let you know. After maximum hours are reached, we bill at an hourly rate of \$75 per hour to continue and complete site development. See our full set of rates [here](#).

**ESTIMATE: \$0.00**

**Billing:**

We bill in 3rds.

The **first 3<sup>rd</sup>** will be **40 %** of the estimate total to start the job.

The **second 3<sup>rd</sup>** will be **40%** billed when we are halfway through site development

The **final 3<sup>rd</sup>** will be **20%** billed when we go live unless we exceed estimated hours.

If site development exceeds the number of estimated hours, any outstanding invoices above and beyond the quote/scope of work must be paid in full prior to site launch.

Please note if you decide to delay the launch of your website, but our development is completed (i.e. we are waiting on you to make the site live) we will bill the final 1/3 on completion of our work with the exception of 4-6 hours of project management which will be required to make your site live and test it at a future launch date specified by you.

**When you are ready to proceed, please sign and send back to:**

**[billing@digitaldesignsolutions.co](mailto:billing@digitaldesignsolutions.co)**

Client Signature: \_\_\_\_\_ Date:

Merit Lee: *Merit Lee*

Date: **June 27, 2020**

## ITEMS NOT INCLUDED IN THIS PROPOSAL

- Theme purchase
- Hosting
- Content Writing
- Image Selection
- SSL Certificate purchase and installation
- 301 Redirects if necessary, will be billed at an hourly rate of \$50/hour
- Client Training how to documentation billed separately at \$50/hour
- One on One Client Training Sessions billed separately at \$85/hour
- Additional phone meetings outside of 3 per 3 phases billed at an hourly rate of \$40.



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- Legacy and 3rd Party Coding: Issues resulting from inline coding will be billed separately as they cannot be anticipated at the time of the quote and are typically discovered as we are building templates and working in the inline areas
- Any items not included in the estimate that are requested during this development process will be quoted and billed separately if approved

**Hosting** - Now that you have a domain name, your next step is a hosting account where your site will live. This can be done thru several different companies; however, we highly recommend our preferred hosting partner Lexiconn, they are based in Connecticut and have been in business like us since 1996. Below is their pricing for both types of hosting

**Shared Hosting** for WordPress:

- Toll-free support that is unmatched in the industry
- A reliable network that has a 10-year uptime of over 99.97%
- Data integrity through daily backups and a redundant network
- PCI complaint hosting accounts
- Ability to upgrade your account as your site grows
- Servers located in Chicago, IL
- **Pricing \$29.95/month with a one-time set up fee of \$80**

**Virtual Private Server Hosting** for WordPress:

- Dual Xeon E5620 2.4 GHz CPU
- 8 GM RAM
- 100 GB Hardware RAID-10 disk space
- Gigabit public and private networks
- 1,000 GB monthly data transfer
- CentOS 6 Open VZ enterprise operating system
- Daily backups retained for 5 days and a daily remote backup
- A reliable network that has a 10-year uptime of over 99.97%
- PCI complaint hosting accounts
- Servers located in Chicago, IL
- **Pricing: one time set up fee \$100 and \$199/month**

THE FINE PRINT: TERMS & CONDITIONS



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This section attempts to highlight in everyday language some of the important points from our full Terms and Conditions which are located on our website. This is provided as a quick reference for commonly asked questions and is not all-inclusive. Upon signing this contract, you agree to the full Terms and Conditions as stated on our website and your continued use of our services means you agree to any future changes to them.

- You may cancel at any time for any reason. However, please note, you will be responsible for any services rendered up to the point of cancellation. The credit card on file will be billed with your pre-cancellation balance.
- We may cancel your services. We want your business but there may be situations where we determine, in our sole discretion, that we will no longer provide services. One example is failure to pay for services as agreed. In cases of non-payment over 30 days, we will attempt to contact you, however we may still disable services, such as hosting even if we can't reach you. Another example might be creative differences.
- Credit card payments are processed every Friday for work completed the previous week. If you have over a 30 day past due balance, we will assess a finance charge of 15% APR. Accounts over 90 days past due will be sent to a collection's agency. Please direct your billing questions to [billing@digitaldesignsolutions.co](mailto:billing@digitaldesignsolutions.co)
- **Disclaimer and Limitation of Liability Disclaimer.**

Digital Design Solutions (DDS) and its suppliers hereby disclaim all (and have not authorized anyone to make any) warranties express or implied, including, but not limited to, any warranties of non-infringement of third party rights with respect to ADA compliance software, title, merchantability and fitness for a particular purpose. The parties are not relying and have not relied on any representations or warranties whatsoever regarding Digital Design Solutions and Digital Design Solutions makes no warranty regarding any third-party software.

#### **Limitation of Liability**

Digital Design Solutions (DDS) its suppliers, shall not be responsible or liable under any contract, negligence, strict liability or other theory arising out of or related to ADA Compliance Software (a) for error or interruption of use, loss or inaccuracy or corruption of data, (b) for cost of procurement of substitute goods, services, rights, or technology, (c) for any lost profits or revenues, or for any indirect, special, incidental, consequential or punitive damages, whether or not a DDS has been advised of the possibility of such damage. In no event will DDS nor its supplier's aggregate and cumulative liability for any claims arising out of or related to ADA compliance software to exceed one hundred dollars (\$100). Any provisions provided by DDS which differ from those in any third-party license are provided by DDS alone.

ABOUT DIGITAL DESIGN SOLUTIONS, LLC



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I founded Digital Design Solutions in 1996, to provide top-notch web solutions that fit any business needs. In doing so, I became a pioneer in web design, graduating with a degree in Internet Technology and Design in the second graduating class at San Francisco State University taught by leaders in the industry such as Microsoft and Photoshop designers.

The company has evolved into an award-winning full-service web design solution, becoming the premier source for E-Commerce development and management. We work all forms of website design, site maintenance, custom programming, marketing, Search Engine Optimization, and content development.

Our focus is finding the balance between functionality and innovation, as well as design and practicality. Our customer service is unsurpassed. Digital Design Solutions works closely with our clients to identify their specific needs and create unique websites showcasing their businesses. [See what our clients say](#) and checkout some of our [before and after designs](#).

## Our clients are from diverse industries:

- Aerospace Engineering
- Agricultural Supplies
- All Female Racing Team
- Beauty Industry
- Commercial Restaurant Remodeler
- Custom Made Food Trucks
- Film Industry
- Health Care Industry
- Insurance Agents
- Marine Products
- Non-Profits
- Piano Suppliers
- Real Estate Brokers
- Restaurants
- Safety Signs Manufacturer
- Travel Agency
- USAs Oldest Bike Manufacturer
- Wine Importers
- Wine Makers



**Merit Lee**

Founder & CEO