



Estimate

Attention:	Seth Zeller	Project Title:	Zeller Electric update
Company Name:	zeller-electric.com	Project Description:	conversion to responsive site, flexible for mobile/tablets, general updates
Address:	640 W. Jackson St	Invoice Number:	13-01e
City, State Zip Code:	Morton, IL 61550	Term:	50% due upfront, 50% due upon completion
Date:	31-Mar-13	Prepared by:	dwf

Description	Item #	Quantity	Unit Price	Cost
Option A				
Design				\$750.00
Development				\$700.00
Responsive site (mobile and tablet)				
<ul style="list-style-type: none"> Convert/update site from absolute pixel dimensions to flexible, responsive, percentage-based layout. The layout would adjust at multiple breakpoints - for mobile portrait, mobile landscape, tablet portrait, tablet landscape, and desktop. Update site to be HTML5 and CSS3 compliant As needed, update typography to give a fresh look Implement Google Analytics to be able to monitor site traffic Update photos with current work (and fill in missing areas--particularly in the Showcase area) Fix slideshow transitions 				
additional items will be charged at \$50/hour rate **this option allows you to have complete access and control over the site			Subtotal:	\$1,450.00
Option B - on top of Option A				
<ul style="list-style-type: none"> Working with a copywriter, focus on adding content to the website that will make it more robust. The focus on content will allow for the use of keywords that will help with SEO and search ability, which in turn will help other businesses find ZEI through web searches. Calls to action: what can draw visitors? i.e. "Call to find out about..." or "Contact us to find out how we can..."? Social media integration? It looks as though FB hasn't been used since 2009. 				TBC with rate of external copywriter
			Subtotal	\$1,450.00
		Tax	8.00%	\$116.00
			Total	\$1,566.00

Notes: