

To: [REDACTED]

From: Angela J. Holden

Date: March 27, 2017

Re: [REDACTED] Website

Dear [REDACTED],

Thank you for contacting me regarding your website, [REDACTED].com. I'm delighted to propose the following web design and directory listing solution for you.

You sent me four documents outlining three proposed phases of the work you'd like done, as well as the functionality you want implemented. After our conversation, we determined the phases could be altered as follows.

### Phase One

- Use a pre-made Genesis theme to build the website and blog.
- Implement branding, colors and typography.
- Assist with page creation and styling as needed.
- Transfer blog content from [REDACTED].com to the new website/domain.
- Organic SEO
  - 301 Redirects for the domain change
  - Add site to Google Webmaster Tools
  - Add Google Analytics tracking code

### Phase Two

- Install WooCommerce and review site to make sure appropriate styles are in place to build a marketplace.
- Build custom directory listing functionality.



- Use PHASE THREE document to map out the user experience.
  - This document is detailed and organized. Bravo!
  - We'll schedule regular meetings to review the work and adjust functionality as needed.
- Use s2Members plugin for memberships and membership billing.
- Use Stripe.com as a third-party payment processor.
- Your directory listings should be organized on a spreadsheet for import into the website. I'll provide an example spreadsheet so you know how to format this document.

### Estimated Cost & Time

- Cost: \$4,000.00
- Timeframe: 12 weeks

### Timeline

- April 15 to April 25, 2017 – Phase One and Go Live
- April 25 to May 15, 2017 – Organic SEO
- May 15 to June 15, 2017 – Phase Two
- June 15 to June 30, 2017 – Testing and Go Live

### Payment Terms:

- Option One – \$2,000 upfront and \$2,000 upon completion. A deposit secures your place on my calendar. Completion is upon approval and launch.
- Option Two – Four payments of \$1,000
  - \$1,000 on March 31, 2017
  - \$1,000 on April 28, 2017
  - \$1,000 on May 31, 2017

- \$1,000 on June 30, 2017