

To: [REDACTED]

From: Angela Holden

Date: July 18, 2016

Re: Options to move [REDACTED].com to WordPress

Dear [REDACTED],

The following is a two option proposal to move [REDACTED].com to WordPress.

Option 1 - Convert the homepage, navigation and testimonials to WordPress

You have a static homepage and navigation that will remain static under the original scope of work. This option converts the homepage to WordPress and adds the ability to edit content, headlines, buttons, links and images; anything content related, on the homepage.

The layout of the homepage will not be editable, meaning you will not be able to re-order and move sections around the page, or change the color of buttons and sections.

This option also moves the navigation to WordPress which gives you complete control over top level and sub menu structure, including fly-outs, or a third level of navigation.

Next, we can move the testimonials to WordPress that randomly populate on the homepage and all inner pages, including a master/archive page to display all testimonials.

This option doesn't change the original scope of work, but rather builds on it.

Additional Cost: \$500.00

Timeline: Extends the timeline to September 1, 2016


Total amount due upon launch: \$1,500.00

Option 2 – Move the entire site, including directory listings, to WordPress

This option changes the entire scope of work. Moving the site to WordPress means we start fresh with a new theme and custom design. This option should really be thought of as a semi-custom design where we design a custom homepage, then we take a pre-made theme and apply branding and style elements. This option is for those who want custom design work, but don't require custom theme building or programming.

While you will still require some custom programming like the testimonials, listings, and membership subscription capabilities, WordPress has a diverse eco-system of plugins that handle this functionality really well.

This option includes the homepage, navigation and testimonials work described above, and also adds the following:

- Directory listings
- Membership subscription levels
-  payment gateway/recurring payments
- Search and filter for both the website and the directory listings
- Custom, triggered emails
- Mailchimp integration
- Image uploading
- Custom styling

There is a WordPress plugin that handles both the directory and membership functionality called Business Directory Plugin <https://wordpress.org/plugins/business-directory-plugin/>. The core plugin is free, but to get the additional functionality required, you'll also need to purchase the Premium version for \$199.00, with an annual renewal of about \$50.00.

Please note you'll also need an SSL certificate for your domain name, and to encrypt your data to accept payments.

This plugin is highly rated in the WordPress plugin repository, and is well developed with regular updates and bug fixes. It's unusual to find this kind of functionality bundled into one plugin, so it seems like an ideal solution.

This plugin also features an import/export feature to manage and bulk upload your listings using a spreadsheet.

Additional Cost: \$750.00

Business Directory Plugin: \$199.99

SSL Certificate: about \$70 per year [to accept payments – encrypts your data]

Timeline: Extends the timeline to September 15, 2016

Payment Schedule for remaining amount: \$1,750.00

- **\$875.00 on or before August 15, 2016**
- **\$875.00 on or before September 15, 2016**
- **Client is responsible for purchasing premium plugins and SSL certificate.**

Some important things to note

All posts and pages will automatically be moved to the new website. This is necessary with a re-design to style pages, and for SEO purposes.

You've stated you will move the directory listings which makes this a cost and time effective project. However, with the ability to import and export listings, this will also simplify and save you time.

Please let me know if you have any questions about this proposal, or to discuss any aspect of the proposal in more detail.