

To: [REDACTED]

From: Angela J. Holden

Date: December 1, 2017

Re: [REDACTED] Website Styling

Dear [REDACTED],



Thank you for contacting me about the styling for your website. It was a pleasure to meet with you and discuss the project yesterday.

It's understood that you've undertaken a redesign on [REDACTED].com and have added marketplace functionality for an Etsy-like experience for your users. I've reviewed the slides and content you shared with me, and understand the project as follows:

- Approximately 40 -50 pages need to be created and styled
- Create a sitemap of pages and URLs that correspond to each slide – this document will serve as a reference to make sure all pages have been created and styled
- Create each page as specified by the sitemap
- Copy editing as needed for styling – this is to make the content as succinct as possible, when appropriate
- Find and use SVGs from The Noun Project as icons and graphics to accompany the text as it's presented in the slides
- Most styles will be page specific using WP Bakery page builder
- Some styles will be global and will be applied using the child theme's style.css file

Estimated Cost & Time

Cost: \$1,500.00

Timeframe: 30 days – Dec 2 to 31, 2017

Terms: 50% upfront and 50% upon completion. A deposit secures your place on my calendar. Completion is upon approval and launch.

In instances where there may be a need for programming or additional functionality that falls outside the scope of this project, I'll bring those issues to your attention and we'll discuss the time, cost and urgency to proceed.

Thank you!