Sailing Beauty Website Proposal

Feb 15, 2024

Below are two options for building and hosting Sail Beauty's new website: **Webflow** and **GoDaddy**.

Webflow Builder & Hosting

Webflow is my Content Management System of choice because it enables me to build incredible web experiences for my clients with a high degree of customizability. It's much easier to realize creative vision, complex features and overall make a solid website that is easy for a developer or client to maintain with the UI. Webflow additionally has a great set of collaboration tools and I can even build a preview of your site and transfer to your account after the rounds of review. Finally, there are a plethora of training materials so you or a future developer could get up to speed easily. Long story short, Webflow will allow me to build something great and allow your business the maximum flexibility in its web presence going forward.

Recurring Fees (Charged by Webflow)

These are the fees that Webflow will charge for keeping your site up and running, adding site editor "seats" and various other site performance thresholds and limits. If you choose Webflow as your host, you will pay the monthly fees below and we will need to sign up with your credit card.

Limited: **$19/month** (billed annually)

- 1-click publishing and hosting
- webflow.io domain name
- supports up to 1k visitors per month
- low resolution images
- 1 user
- no form submissions
- limit 2 pages

This tier is for entry-level clients that need a small, no frills, content-only website on a budget. Not advisable for clients with lots of media, forms, SEO optimization or need more than a page or two or those that are expected a lot of traffic.

Basic: **$33/month** (billed annually) + $19/mo per additional seat

- 1-click publishing and hosting
- custom domain name
- medium resolution images

- support up to 250k visitors per month
- up to 3 users (my seat does not count)
- 500 form submissions/mo
- up to 150 pages

This tier is best for clients that have a site that needs optimized SEO, forms, more than two pages, and a decent amount of optimized media. This tier also supports a high ceiling of site visits and allows your site to have more than one content editor account.

Advanced: **$42/mo** (billed annually) + $19/mo per additional seat

- 1-click publishing and hosting
- custom domain name
- high resolution images and optimized video
- support 250k visitors/mo
- up to 3 users (my seat does not count)
- advanced content authoring experience
- 1k form submissions/mo
- advanced SEO (Search Engine Optimization) tooling (client find your site faster)
- up to 150 pages

This tier is best for clients that have above average SEO or media demands. This tier enables clients to have higher resolution images and even optimized video without going over bandwidth limits.

Additional items (a la carte)

Internationalization: $9/mo per language (locale) up to 3

This is a service Webflow offers to support internationalization of the site's content. We may also want to hire experts in Japanese to confirm the content reads correctly

Advanced internationalization: $29/mo per language up to 5

This feature will automatically route customers to the version of the site that is best suited to them based on their devices language and region settings

Site Build and Design

Limited: **$3,000**

- customized template implementation

- custom fonts and colors (as prescribed by Jen Ballou)
- limited responsive support
- up to 3 pages of content
- no user interactable forms
- 1 round of build review and update
- 1 round of design review and updates

Basic: **$5,000**

- Advanced template customization
- responsive support (works across most device sizes)
- custom fonts and colors (as prescribed by Jen Ballou)
- up to 5 pages of content
- 1 user interactable form for collecting user inquiries
- 1 round of design review and updates
- up to 2 rounds of build review and updates

Custom: **$15,000**

- full custom design and build
- custom fonts and colors (as prescribed by Jen Ballou)
- advanced responsive support (works across all device sizes)
- up to 20 pages of content
- design files and previews
- 1 user interactable form for collecting user inquiries
- 2 free a la carte items
- up to 2 rounds of design review and updates
- up to 2 rounds of build review and updates

Additional items (a la carte):

- Maps: $250/per
- Video hero (background) and optimization: $250/per (not including cost of video creation)
- SEO audit: $500
- Additional pages: $750
- Custom Payment embeds: $500 (e.g. **Fareharbor integration**)
- Content or media updates ($100/hr)

Go Daddy Builder & Hosting

This is where Sailing Beauty is already hosted and it's a CMS that is a lot less flexible than Webflow. It is serviceable, however the quality of work we will be able to deliver and technical limitations are less known to me. I assume that you have all your hosting fees covered in this scenario.

Site Build and Design

Limited: **$3,000**

- customized template implementation
- custom fonts and colors (as prescribed by Jen Ballou)
- limited responsive support
- up to 3 pages of content
- no user interactable forms
- 1 round of build review and update
- 1 round of design review and updates

Basic: **$5,000**

- Advanced template customization
- responsive support (works across most device sizes)
- custom fonts and colors (as prescribed by Jen Ballou)
- up to 5 pages of content
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- Maps: $250/per
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Timeline

Timeline of how I would see this project completed…

1. **[Brandon] Pricing/Choices Sent**
    This document
2. **[Client/Brandon] Meeting 1: Requirements Gathering**
    Go over your needs, and the options above as you have questions.
3. **[Brandon] Proposal Sent**
4. **[Client] Proposal Approved**
5. **[Brandon] Contract Sent**
6. **[Client] Contract Approved**
7. **[Brandon] Deposit Invoice Sent**
8. **[Client] Deposit Sent (20% of cost)**
9. **[Client/Brandon] Create a general content outline and collection of any 3rd party integration credentials (Maps/Fareharbor etc)**
    In this stage we'll discuss the rough content you're wanting, refine requirements, collect any content or media that will be on the site. If we need to generate content or media we can work on a solution for that at this time. For things like Fareharbor I'll need access to the account to set up a "Book Now" button
10. **[Brandon] Create a mockup and shop for a template (depending on choices)**
    In this stage, depending on your selection of GoDaddy or Webflow or fully custom development, we'll shop for a template together as a starting point and I'll sketch the site out if the template doesn't quite fit your needs.
11. **[Client] Reviews mockups and/or template selection***
12. **[Client] Approves or provides 1 round of feedback***
13. **[Brandon] Revises mockup or template selection***
14. **[Client] Approves mockup or template selection**
15. **[Client/Brandon] Collect any missing content information**
    If there are some things that are still missing and need to be added, we'll capture those at this time.

16. **[Brandon] Create a staged version of the site and send to client**

    I'll develop a private version of the site (on Webflow) or work live in GoDaddy web builder.

17. **[Client] Reviews staged version of the site and creates edit list (Round 1 of Site review) and returns to Brandon**

18. **[Brandon] Implements edit list**

19. **[Client] Reviews revised staged version of the site and creates edit list (Final Review of Site)**

20. **[Brandon] Implements edit list**

21. **[Brandon] Final Site presented to Client**

22. **[Brandon/Client] Webflow transfer ownership to client and set up hosting**

    Obviously only applicable to Webflow

    Additional content requests are billed hourly at a rate of $100/hr. A la carte items can be purchased at any time.

    With adequate buffer time for turnaround (generally 1 - 2 weeks depending on the scope of the ask and my project load)