Invoice

Prepared For: Pioneer Concrete Coatings LLC

Prepared By: GoWebAutomations

Invoice Date: January 1, 2026

Invoice Number: INV-2026-001

Due Date: January 8, 2026

Executive Summary

This invoice is for the completed website development work for Pioneer Concrete Coatings LLC, a professional concrete coating company serving Southern New England. The project delivered a modern, mobile-responsive website designed to generate leads, showcase your services, and establish credibility with potential customers.

The website is now live and fully delivered at **pioneerconcretecoatings.com**, hosted on Vercel's enterprise-grade infrastructure with automatic SSL, global CDN, and 99.99% uptime.

Services Rendered

Website Pages & Features

Deliverable	Description
Landing Page (index.html)	Full-featured homepage with hero section, services, process overview, FAQ, and contact
Project Gallery (gallery.html)	Before/after transformation showcase with organized image grid
Garage & Commercial Section	Dedicated service section with benefits list and imagery
Basement & Interior Section	Service section highlighting residential and commercial applications
Porch, Patio & Outdoor Section	New dedicated section with benefits for outdoor coatings
Color & Flake Options	Visual showcase with link to Floor Guard product catalog
FAQ Accordion	Interactive expandable FAQ section
Contact Section	Contact information and call-to-action
Mobile Responsive Design	Optimized for all devices (mobile, tablet, desktop)

Technical Implementation

Item	Details
Framework	Tailwind CSS via CDN
Hosting	Vercel (enterprise-grade, free tier)
Domain	Custom domain configured with SSL
Version Control	Git/GitHub repository
SEO Optimization	Meta tags, Open Graph, Twitter cards, structured data
Performance	Optimized images, fast load times, CDN delivery

Time Investment Analysis

Based on development work, revisions, deployments, and troubleshooting:

Work Category	Hours
Initial setup & site structure	3.0
Landing page development	4.0
Gallery page creation	2.5
Service sections (3 sections)	3.5
Image optimization & asset management	2.0
Responsive design & testing	2.0
SEO implementation	1.5
Revisions & iterations	3.0
Deployment & domain configuration	1.0
Troubleshooting & debugging	1.5
Total Hours	**24.0**

Value Comparison

Metric	Amount
Hours invested	24 hours
Standard hourly rate	$150/hour
Total value at hourly rate	**$3,600**
Your flat-rate investment	**$2,500**
Your savings	**$1,100 (31%)**

Invoice Summary

One-Time Development (Completed Project): $2,500

Line Item	Value
Website design & development (2 pages)	$1,100
Responsive optimization (mobile/tablet/desktop)	$300
SEO setup (meta tags, schema, Open Graph)	$250
Vercel deployment + custom domain configuration	$250
Image optimization & asset management	$200
Revisions & iterations	$250
Documentation & handoff	$150
Total	**$2,500**

Monthly Maintenance Plan

Standard Plan: $150/month

Service	Included
Vercel Hosting	Enterprise-grade hosting with 99.99% uptime, SSL, CDN (included at no extra cost)
Content Updates	Up to 2-3 text/image updates per month
Uptime Monitoring	24/7 site availability monitoring
Monthly Backups	Full site backup stored securely
Analytics Reporting	Monthly Google Analytics summary
Image Optimization	New images optimized for web performance
Security Updates	Dependency and security patch management
Email Support	Response within 24-48 business hours

Annual Commitment Option: $1,500/year (2 months free) — Save $300

Available Add-On Services (Future Enhancements)

Blog Setup (One-Time): $750

Feature	Included
Headless CMS integration (Decap CMS)	✓
Admin dashboard at yoursite.com/admin	✓
Blog listing page	✓
Individual article template	✓
Categories/tags support	✓
Image upload via dashboard	✓
RSS feed	✓
3 sample starter posts	✓
30-minute training session	✓

Ongoing Blog Content Creation: $200/month

Service	Details
2 SEO-optimized blog posts per month	500-800 words each
Topics include	Coating tips, maintenance guides, project showcases, seasonal advice
Keyword research	Target local search terms
Image sourcing	Relevant stock or project photos
Publishing	Posted and formatted via CMS

Bundle Discount: Blog Setup + 6 months content = $1,800 (Save $150)

Customer Testimonials Section (One-Time): $350

Boost credibility and conversions with a dedicated customer testimonials section.

Feature	Included
Custom testimonials section design	✓
Integration into index.html	✓
Responsive layout (mobile/tablet/desktop)	✓
Star ratings display (5-star system)	✓
Customer photo/avatar support	✓
Up to 6 testimonial cards	✓
Optional carousel/slider functionality	✓
Google Reviews widget integration	✓
Styling matched to existing site design	✓

Why Add Testimonials?

- **20-30% increase** in conversion rates
- Builds trust with potential customers
- Addresses common objections before they arise
- Improves time-on-site metrics

Note: The add-on services listed above (Blog Setup, Ongoing Blog Content, and Customer Testimonials) are optional future enhancements and are not included in the current invoice total.

Payment Terms

Milestone	Amount	Due Date
One-Time Development (Completed Project)	$2,500	Due within 7 days of invoice date (January 8, 2026)
Monthly Maintenance	$150/month	1st of each month
Testimonials Section (if selected)	$350	Upon project start
Blog Setup (if selected)	$750	Upon project start
Blog Content (if selected)	$200/month	1st of each month

Accepted Payment Methods

- Check (payable to GoWebAutomations)
- Bank transfer / ACH
- Credit card (via Square/Stripe invoice)
- Venmo / PayPal

Terms

- One-time invoice payment due within 7 days of the invoice date (January 8, 2026).
- Monthly services billed on the 1st of each month, due within 15 days.
- 30-day written notice required to cancel monthly services.

Next Steps

1. **Submit Payment:** Please remit the invoice total of $2,500 by January 8, 2026.
2. **Confirm Maintenance Plan:** Let us know if you would like to activate the $150/month Standard Maintenance Plan.
3. **Schedule Add-On Services (Optional):** Contact us to schedule any future enhancements such as the blog or testimonials section.
4. **Keep for Your Records:** Retain this invoice as proof of services rendered and payment.

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Thank you for your business and for trusting us with your online presence. We look forward to supporting Pioneer Concrete Coatings as you grow.