

Recommendations for Graham Beauty Site:

- Building the website as a custom WordPress theme allowing flexibility with any add-on customizations, ease of administration for the corporate marketing team and integration with a custom e-commerce website.
- Design the site to be cohesive, yet stand-alone, with Little Rapids Corporation and Graham Medical sites.
- Explain the relationship of Graham Beauty to Little Rapids Corporation in a more concise manner.
- Describe green initiatives that co-depend on all business units in the Little Rapids Corporation family.
- Modify navigation for ease of use for site visitors.
- Updates to e-commerce for filtering by size, color, material, as well as eliminate duplication and eliminate entry errors.
- Approximately 100-120-page website to include site design, development, copywriting, proofreading, discovery and follow-up collaborative meetings and project management.
- Basic on-page Search Engine Optimization (page titles, image alt text, h1 tags, etc).
- ADA Compliance. The site will adhere to modern coding standards that will allow all users access to all pages and features. The site will be fully accessible via keyboard navigation and to anyone using an assistive device like screen readers or magnifiers.
- Browser/device testing for iOS/Android, PC/Mac Chrome, Firefox, Safari and Edge.
- Client training/walk-through and written how-to guide, enabling the corporate marketing team to publish and edit blogs or news stories, define categorization and toggle visibility, export content, moderate comments, etc.

Total* **\$26,500.00 - \$29,050.00**

Website Hosting:

- Annual website hosting on dedicated server
- 24/7 monitoring and scanning of all site files
- Blacklist monitoring
- Off-site backup of all site files and databases
- Professional level WAF (Web Application Firewall)

Total **\$350.00/yr**

☐ Basic Maintenance Plan

The goal of our Basic Maintenance Plan is to make sure that your WordPress website is always up to date and secure. WordPress is a powerful content management system (CMS) and is in constant development. The WordPress software and plug-ins need to be regularly updated to ensure security and site performance. What regular maintenance provides:

- Weekly site and database backups ensure your site will not be lost in the event of a hack or other site failure
- WordPress bug fixes and updates, plug-in updates and enhancements
- Consultations and guidance on using your website
- Security protection and monitoring
- Priority support when downtime or hacking has been detected

Total..... \$115.00/mo

☐ Advanced Maintenance Plan:

- All items from the basic plan included
- Up to two hours per month of planned site updates and programming maintenance

Total..... \$330.00/mo

☐ No Maintenance Plan:

If you choose this option, you acknowledge you run the risk of security threats and poor site performance. This is highly discouraged.

Total..... \$0.00/mo

Signature authorizing the projects listed above

Date

*Does not include website hosting, new/stock photography or videography, or travel time. Changes to an item that was previously approved will incur additional costs. Prices are based on specific information supplied to us and are subject to change based on client modifications. Variations resulting in additional time or materials will be reflected in the final billing. Production rights granted upon full payment of invoice. Cancellation or postponement of project in progress may be invoiced for any services and/or materials up to that point. Prices are valid for 30 days.

