

**Recommendations for Investors Community Bank Website:**

- Estimated 83-page website to include design, development, copywriting, proofreading, discovery and follow-up collaborative meetings and project management.
- Recommend building as a self-hosted custom WordPress website. Most front-end page content will be editable after training using Advanced Custom Fields and the default WordPress editor. There may be some limitations to what can be edited depending on the complexity of the page.
- Set up a dedicated server on Insight Creative's hosting where a staging site can be accessed to make and test changes before pushing changes to the live site.
- Time will be needed to learn new aspects of the chosen CRM. (How to gather and integrate forms, how to create and use custom tracking links, etc.)
- Update the content on the home page, about us page and additions of new products to develop a customer-focused site that helps buyers through every stage of the financial journey.
- Basic on-page Search Engine Optimization (page titles, image alt text, h1 tags, etc).
- ADA Compliance. The site will adhere to modern coding standards and we'll do everything we can to allow access to all pages and features for all users. The site will be accessible via keyboard navigation and to anyone using an assistive device like screen readers or magnifiers. We cannot guarantee perfect compliance as it's impossible to predict every user's potential disability and their unique struggles.
- Browser/device testing for iOS/Android, PC/Mac Chrome, Firefox, Safari and Edge.
- Client training and written how-to guide, enabling your corporate marketing team to make changes, have production/staging capabilities and personalize content to site viewers.
- Website development will be invoiced in thirds: the beginning of the project, halfway and after the site goes live.

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**Total\*** ..... **\$37,045.00 – \$39,935.00****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)

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**Total\*** ..... **\$350.00/yr**



☐ **Basic Maintenance Plan**

The goal 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

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**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

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**Total..... \$330.00/mo**

☐ **No Maintenance Plan**

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

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**Total..... \$0.00/mo**

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*Signature authorizing the projects listed above*

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*Date*

\*Does not include website hosting, calculator licenses, 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.

