

INVOICE NUMBER: 403  
TODAYS DATE: 11/21/13

Billed To  
Mad River Boat Trips  
PO BOX 10940 1255 S HWY 89  
Jackson Hole Wyoming 83002

Item	Item Cost
<b>(Phase 1) Content Strategy, &amp; Planning</b> -Using client provided content(photos, videos, page copy) to determine ideal layout for each page template. Establish visual hierarchy of elements and consolidate content as needed  -A mobile first approach is recommended to keep focus on the most important site elements and as the first step in a mobile strategy. Wireframes will start at phone size, then tablet, then desktop  -Approx 8-10 main category pages -Approx 20-30 activity pages  DELIVERABLES: Proposed new site architecture, plan for content migration, site asset collection and review	\$825.00
<b>(Phase 1A) Temporary Mobile Site</b> -Create scaled down mobile experience similar to www.westernriver.com/mobile and apply mobile redirects on primary desktop site. This is a temporary site that will only be utilized while we are building your new site.	\$500.00
<b>(Phase 2) SEO Analysis &amp; Strategy</b> -Review site structure and formulate plan for 301 redirects to retain search engine rankings  -Ensure current content and directory structure is retained as much as possible	\$375.00
<b>(Phase 3) Wireframing</b> -Create high def/grey scale wireframes to show layout options focused on ideal user flow based on Phase 1 results  -Review with client and iterate as needed  DELIVERABLES: Static greyscale wireframes in PDF format	\$925.00

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**(Phase 4) Responsive Web Design**

\$5,000.00

-Design web templates based on wireframes in Phase 1 using client provided branding materials, photography, and vector based logos

DELIVERABLES: 3-4 Editable photoshop templates formatted in three sizes for phone, tablets, and desktop

**(Phase 5) Responsive Web Development**

\$5,325.00

-Program page templates using latest design and development techniques taking advantage of HTML5 and CSS3 where applicable

-Site design will be programmed to work elegantly (no pinching or zooming) and adapt appropriately based on a variety of modern web enabled devices and screen resolutions

-QA Testing will be performed on a wide variety of modern browsers, smartphones, and operating systems

-Setup a lightweight CMS on www.mad-river.com that will allow administrators to make basic text/copy changes to the website

DELIVERABLES: Full functional responsive website based on wireframes and design

**(Phase 6) Resmark Booking Integration and Customer Inquiry Widget**

\$500.00

-One customer inquiry widget will be created to place web leads into specific Resmark automated email tracks

-One PHP based general contact form will be created and send results to client email

-Resmark Online booking process will be implemented similar to www.moabadventurecenter.com. Each activity will have a book now button that pops up an availability calendar leading the customer through the checkout process on tablets, smartphones, and desktops.

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**(Phase 7) Website Optimization**

\$250.00

-Run load tests on <http://www.mad-river.com/> using Google page speed, ySlow, and Pingdom.  
Record results to use as a base

-Make changes to server and site assets to improve load times -Iterate as needed until optimal site load times are achieved

-Test and fix any issues with responsive website in modern day browsers including Google Chrome, Mozilla Firefox, Safari, and Internet Explorer 8 and above

-Test and fix any issues with responsive website in a variety of web enabled devices including iPad, iPhone, and a variety of Google Droid smartphones

-Test and fix any issues found on changes to primary desktop in modern day browsers including Google Chrome, Mozilla Firefox, Safari, and Internet Explorer 9 and above

-Ensure current Google Analytics tracking and new Resmark Heatmapping/Real Time Analytics package is in place and functioning throughout the checkout process

Subtotal	\$13,700.00
Total due by Dec 06, 2013	<b>\$13,700.00</b>
Previous Balance	\$0.00
Total Due	\$13,700.00

Resmark Interactive  
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