



ShootingEdge.com // Pro Business Website+

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FROM

Wodobo

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TO

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Estimate Summary

Estimate below references the site map shown [HERE on Coggle](#) on Dec 8 27, 2024

WEBSITE ESTIMATE INCLUDES, but is not limited to, the following:

Main Features:

- Professional & Modern Mobile Responsive Business Website for all devices
- Use of premium theme that is well made, great to work with, update and maintain
- Website UX treatment and wireframe sketches for site structure, general layout and user flow abiding by the site outline provided.
- Clean, engaging and simple design/layout to strengthen and reinforce branding as needed
- Individual image optimization for speed/quality/size/color + SEO image naming
- Basic/Standard SEO Treatment + best SEO practices for complete site & each page
- Installation of Gravity Forms for powerful/easy-to-use form creation (for leads, contact, events, guest requests, etc). Can be used for many other applications in the future such as surveys, questionnaires, guest feedback forms, etc.)
- WooCommerce eCommerce platform setup including shipping, taxes, payment gateway/merchant etc. (see below for recommendation regarding site content and eCommerce setup for SOS)
- Installation of general plugins as needed (for optimization/analytics/etc).
- Pages (see coggle link above)

Built-in Notable Features:

- Speed and performance testing on staging site pre-launch as well as follow up testing and optimization post launch
- Additional configuration of caching to improve site performance and responsiveness. This not only improves guest experience but improves site authority and reputation.
- Easy to use Analytics Tool to provide valuable insights about visitors, sources, pages visited, etc.
- A set of basic training videos will be provided upon request to help you and your team members know how to gain access to the site building tools and help you know how to make content changes, edits, etc. (If desired, we offer additional services for ongoing support/etc. See more details near the end of this document).
- Link Share Aesthetics: This ensures that the sharable link is branded and proactive so it looks good on social media, SMS, messages, and more. This includes optimized Favicon, and updated scrape of date with Facebook's database.

Optional Packages: There are a few optional packages available (see below for details). Each project has it's own requirements, but would be worked into phase 3 with a few exceptions.

PAYMENT OPTIONS*

- **50% downpayment to begin work and 50% paid on day of launch. (Standard Option)**
- 4 payments of 25% over 4 months (add 2.5% charge)
- 6 payments of 12.5% over 6 months (add 5.5% charge)
- 12 payments of 6.25 over 12 months (add 7.5% charge)

* We are also happy to work out a custom payment plan if these don't work, so let us know.

NOTE: If needed, any work requested beyond the scope of this project will be estimated and priced separately. Priority for additional work will be determined by the client and new milestones and timeline will be assessed.**

Process/Schedule

Below are the basic phases we follow to bring the project ready for launch. This flow assumes that we'll be able to scrape the content from the current site and supplement the final site with additional content provided by the client. As long as that process goes quickly I think we could push and have this site done within the proposed estimates on time written at each stage below.

PHASE 1: Kickoff

After the initial payment is received we'll begin working on the wireframes for the site to establish the pages and layout/flow of each page based on our previous discussion and coggle sitemap [seen here](#).

Once we are completed with the wireframe drawings we'll create a walk-through video that will go through each piece so we can make sure we're not missing anything and that the strategy for building is in line with your vision. (If it's easier, you can request a live video call meeting to review).

The video link will allow for comments and feedback. Once you approve the wireframes we'll use your feedback to adjust the designs as needed. This updated wireframe will act like a blueprint for the website.

PHASE 2: Content Collection (2-4 days)

Once the wireframes are approved, we'll generate a custom content request form that we'll send over to you to help us gather specific copy and text that we'll add to the site. Once that content is collected we'll have the building blocks needed to proceed with building and designing the site pages.

PHASE 3: Build (approx 2 weeks)

In this phase we'll begin building the site and laying out the pages. We'll also configure plugins, set up necessary integrations, etc. This phase includes image preparation (sizing, compression, SEO naming). We'll work with you to ensure that we've included the necessary content and any integrations listed in the sitemap.

This phase will bring the site pretty close to being launch worthy. Once this phase is complete we'll meet to do a final review in the next phase, but we may need to do mini reviews on certain sections if needed.

We'll have a couple check in points, as needed, where we'll reach out to verify style and overall look and feel to make sure we're on the right track.

PHASE 4: Review & Launch (2-3 days)

For this phase, we'll do a screen share to review the site prior to launch. We'll note anything that needs to be corrected or fixed. Corrections can usually be done within 2-3 days. Once completed we'll send you a link to verify the changes and to get final approval for site launch. We'll schedule a day/time that works best for launching the site.

Once the site is launched, we'll perform/complete our post-launch maintenance items to help with speed/performance/etc.

Pricing and Packages Info

✓ ACCEPTED

Website Estimate

\$7,965.00

See notes above for project scope and details

ITEMS	QTY	PRICE	TOTAL
Pro Branded Website (Design + Build + Secure + Optimize)	1	\$13,275.00	\$13,275.00

Payment Options:

Standard:

50% Down \$3,982.50 / 50% Launch \$3,982.50 (Tot: \$7,965.00)

Alternative options:

4 Payments: \$2,041.03/mo x 4 (Tot: \$8,164.12, Incl. 2.5% \$199.12)

6 Payments: \$1,400.51/mo x 6 (Tot: \$8,403.08, Incl. 5.5% \$438.07)

12 Payments: \$713.53/mo x 12 (Tot: \$8,562.38, Incl. 7.5% \$597.38)

* CONTACT US FOR CUSTOM PAYMENT OPTION

Friends/Family Discount 40%	1	-\$5,310.00	-\$5,310.00
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Total \$7,965.00

✓ ACCEPTED

SOS eCommerce Addon

\$0.00

See Walkthrough Video for details

ITEMS	QTY	PRICE	TOTAL
Pro eCommerce // w/Distribution/Affilates/etc	1	\$7,500.00	\$7,500.00

See walkthrough Video.

Discount 100% OFF	1	-\$7,500.00	-\$7,500.00
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Total \$0.00

Real-SEO

\$2,500.00

Our SEO Roadmap Service, priced at \$2500, is designed to transform your website into a trusted authority by focusing on user experience. We start with a comprehensive SWOT analysis to create a tailored strategic roadmap for your business. This roadmap includes a detailed content strategy, keyword research, and a plan for genuine backlink building to ensure sustainable organic growth.

We provide a digital packet with high-level instructions, keyword spreadsheets, content roadmaps, sample articles, and networking strategies. You can choose to implement this plan yourself or let us handle the heavy lifting.

We provide ongoing support packages, available separately from the initial buildout, that offer options such as reporting, ongoing keyword research as goals evolve, and general guidance and interpretation of KPIs to suggest updates and pivots.

Here's a general outline of the problems we seek to solve:

<https://wodobo.com/real-seo/>

ITEMS	QTY	PRICE	TOTAL
Real SEO - One Time Service	1	\$2,500.00	\$2,500.00

Ongoing services available upon request

Total \$2,500.00

If everything above looks good, then feel free to approve this proposal and we can send over an official invoice for the downpayment to begin work.

Thanks for your consideration.

IMPORTANT: Site Hosting and Maintenance

Quality hosting and proactive maintenance for your site will improve site performance and stability and minimize chances of security issues. We will need to decide before launch where your site will be hosted and who will be in charge of performing regular maintenance. See below for more info and options. Let us know what you decide and if you have any questions:

HOSTING: Where you host your site can significantly affect the way your site performs. For best performance, we recommend our premium hosting services that have been specifically designed to offer faster speeds, higher bandwidth, and security for the sites we build. We have built our servers with Liquid Web which has been the home of sites like Home Depot, Fed Ex, Porsche, Ducati, and many others. We offer our discounted hosting for our website clients only or close referrals and bundle it with our service plans which are linked below.

However, if you have a different hosting service that you trust and like, we are happy to work with that and maximize performance within their capabilities and structure.

MAINTENANCE: We provide service plans that include doing regular monthly backups and updates, but also include additional time for support, training, technical help, design work, consulting, etc.

These plans also include the cost of our premium hosting so you can get everything taken care of with one plan if desired. We offer three packages that range in price from \$99/mo (Essential) – \$250/mo (Pro). Most people are able to get what they need using the basic plan. You can view full package details [HERE](#)

For clients who wish to manage/perform updates in-house, we can provide training videos showing our normal monthly process for backing up and updating sites as a reference. Clients who are performing their own monthly maintenance are eligible for our \$30/mo Premium hosting plan upon request. This requires completion of our maintenance training program.

* Note: These maintenance plans include the ability to **roll over** up to 1 month's worth of time for website help forward and backward.

We are happy to talk more about hosting options generally to help you find the right fit for your site.

Looking forward to working with you!

Our main goal is to make sure you end up with the tools you need to build your brand and business. If you have any questions or would like to review any aspects of this proposal, please feel free to call, text or email.

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