

Schedule A Services - Elite Level Website
Description of Web Design and Development Services

I. Project Scope: 105 Hour Allowance

- A. One Theme unlimited pages*
- B. Custom Page Layouts*
 - 1. Home
 - 2. Interior landing and content
 - 3. Gallery landing, category, case view
 - 4. Testimonials
 - 5. Media and video galleries
 - 6. Blog
 - 7. Mobile responsive for tablet and phone
- C. Before & After Gallery*
 - 1. Up to 100 cases, 3 views per case
 - 2. Cropping, resizing, uploading**
- D. Design and Programming Features*
 - 1. Parallax or JavaScript – up to 5 scenes/slides
 - 2. Unique interior page headers for up to 10 pages
 - 3. News feed and related posts
 - 4. Content accordions
 - 5. Landing page graphics
 - 6. Styling for on-page cases photos, quotes, images, and lists
 - 7. Quick and main contact forms
 - 8. Basic BMI calculator

*Cannot bank unused pages/cases/features/hours post-launch

**Additional fee for photo editing such as color correction, background change, tattoo removal

II. Enhancements and Add-Ons

- A. Additional Pages - \$250/page
 1. 10 page package – \$2,500
 2. 20 page package – \$4,000
 3. 30 page package – \$5,000
 4. 40 page package – \$6,000
 5. 50 page package – \$7,000
- B. Additional Gallery Images
 1. 10 case package – \$375
- C. Additional Themes
 1. Landing and Content Layouts - \$3000
 2. Landing, Content and Gallery Layouts - \$5000
- D. Custom Forms
 1. TBD based on scope

Schedule B Services - Aggressive Level Website Project Phases and Schedule

Project Phases

1. Website Architecture Planning
2. Design Consultation
3. Homepage Design
4. Interior Page Layouts
5. Mobile Responsive Layouts (phone, tablet)
6. Additional Design Elements (headers, drop downs, etc.)
7. Content Creation
8. Website Build
9. Quality Control
10. Launch

*Each phase requires client approval prior to proceeding to the next.

**Revisions requested after approval may incur additional fees.

***All materials must be received prior to project entering build phase.

Design Revisions:

It is our desire to delight the client, however revisions must be controlled. Client is eligible to receive design revisions after the initial mockup has been presented. Revisions that exceed the project time allowance may incur additional fees. Additional fees will be determined based on scope of changes and may be billed at an hourly rate of \$175.

Build Revisions:

Once your completed website has been sent to you for final approval, you will be allowed an opportunity to submit edits. Revisions to previously approved elements, or revisions that exceed the project time allowance may incur additional fees. Additional fees will be determined based on scope and may be billed at an hourly rate of \$175.

Additional Features:

Any custom design and programming services outside of the scope outlined above may be subject to additional costs. An estimate will be provided before the work is completed.

Video:

Video services are not included with the website price and will be billed on a per project basis.