

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

I. Project Scope: 37 Hour Allowance

- A. One Theme up to 30 pages*
- B. Custom Page Layouts*
 - 1. Home
 - 2. Interior
 - 3. Gallery
 - 4. Blog
 - 5. Mobile responsive for tablet and phone
- C. Before & After Gallery*
 - 1. Up to 30 cases, 2 views per case
 - a. No limit if gallery is imported from main site
 - 2. Cropping, resizing, uploading**
- D. Design and Programming Features*
 - 1. Static homepage header
 - 2. Interior page header - up to 3
 - 3. News feed and related posts
 - 4. Basic on-page styling
 - 5. Contact form

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

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

I. Enhancements and Add-Ons

- A. Additional Pages - \$250/page
- B. Additional Gallery Images
 - 1. 10 case package – \$375
- C. Custom Forms
 - 1. TBD based on scope

Schedule B - Specialty Website (Microsite)

Project Phases and Schedule

Project Phases

Website Architecture Planning

Design Consultation

Homepage Design

Interior Page Layouts

Mobile Responsive Layouts (phone, tablet)

Additional Design Elements (headers, drop downs, etc.)

Content Creation

Website Build

Quality Control

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 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 to submit edits. Revisions that exceed the project 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.

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.