

Web Redevelopment Estimate

Chris Claghorn <chris@ititech.biz>

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To: Brian Christman <bchristman@wellscolibrary.org>;

Hi Brian,

Thanks for discussing your possible site redevelopment the other day with me. Here are some brief details on what the redevelopment would include.

<http://www.wellscolibrary.org/>

ESTIMATE DETAILS

- Redesign similar look site in WordPress with a responsive layout & menu (mobile friendly)
 - Approx. 50 pages/posts from current 120+ pages/posts
- Current site/logo color scheme and content will be used along with any new provided by client
- Client will need to provide any original photos so they can be saved at larger dimensions for new site
- Recreate 4-5 online forms that report to email
- Pull news/events archives only back to the beginning of 2017
- Integrate with current 3rd party and in-house resources (account login, online catalog, etc)
- Recreate homepage slider but full width instead of boxed layout
- Integrate evanced calendar and events
- Embed Facebook feed onto homepage
- Integrate with MailChimp newsletter account
- Create internal search function for new site
- Integrate standard SEO tactics throughout site while building
- Create XML sitemap and submit to Google
- Add SSL Certificate to secure entire site
- Approx. 1 hour of WordPress training for making basic revisions, etc

All sites that we develop in WordPress & host come with:

- weekly backups of database and files
- added security to try and monitor/prevent brute force attempts, hacking logins, etc
- setup Google Analytics streamed into the WordPress dashboard for traffic counts
- built-in image optimizing for media library

TOTAL ESTIMATE - \$9,600/120 hrs (75-90 day build time)

Additional fees:

- SSL Certificate will run \$70/yr
- Hosting will run \$360/yr
- ITI monthly security/software updates \$60/mo (includes 1 hour of site revisions/updates per month)

This price estimate is good for 60 days. If you would like to proceed, I can draw up our standard web agreement that will need signed along with the 50% down to begin the project.

Let me know if you have any questions or concerns. Thanks!



Chris W. Claghorn

Web & Graphic Design Director

☎ 260-824-2488

📍 2220 N Main St, Bluffton, IN 46714

✉ chris@ititech.biz 🌐 www.ititech.biz

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