Scope Platform

PROJECT SCOPE

For: Jackie Brenner & Team | **Prepared by:** Nathan BenAmoz | **Date:** 1/26/2024

Dear Jackie,

I believe this collaboration and development of the Scope project has the potential to yield great progress and innovation in Education and Medicine in the United States. This is a project I wholeheartedly believe in and hope we get to pursue in mutually beneficial interest together. Thank you for the opportunity and consideration of my vision for Scope in the role as its Chief Technology Officer.

Nathan BenAmoz
Founder, Unlimited Networks

Project Preface

This document is confidential and is not to be shared with anyone but the Scope Platform founding team members. This proposal and its content is property of NJB Ventures DBA Unlimited Networks Inc. Its plan will be contributed to the yet to be formed Scope Platform business entity following satisfactory incorporation, partnership and operating agreements,

The project plan and proposal is based on a process to build an MVP platform based on a limited use case built in Wordpress. The budget could change if functionality enhancements are desired or another technology ecosystem be desired. The cost does not reflect other startup costs related to user and legal agreements, cyber insurance, hosting and other recommended costs for running a business of this nature.

This quote will need to be finalized with a full feature set wire frame and date flow map with front end and back end programming. The scope will then need to be defined in a Log Frame and project laid out in a charter. If different vendors are required for different aspects of work then subsequent quotes will also need to be rendered based on their scope of work in the project plan.

Executive Summary

The Scope Platform is a Hub for medical education, industry networking and resources for professionals and students pursuing a career in medicine.

Project Goals and Solutions

The solutions drafted here address each of the project goals we have received from you and extrapolates those goals to a functional proof of concept to support sustainability, fundraising, and a brand-aligned modern design for the end user needs.

1. **Conversion-Focused UX Website/Online Presence:** Design and build a 100% custom website that presents Customer Value Optimization to all stakeholders with an MVP application for user engagement.
2. **Market Leading Online Identity:** Refresh branding with new brand guidelines with a "moving forward" visual identity online will establish Scope as the industry leader and be worthy of its product, experience, and brand recognition.
3. **Funnel Development:** Focus on user conversion and onboarding, including marketing/product collateral that will maximize the onboarding effort and effectiveness. Remove the friction in the customer journey.
4. **Content Production:** Build an AI driven standard operating procedure for the volunteers at Scope to effectively scale up content distribution and lead initiative toward sponsorable programming. Opportunity to program and integrate social content to platform content.
5. **Company Team Integration:** Integrate and train the new staff on the project. Create a succession-ready website and asset library for continued development.

Timeline

9 months from the time of the kickoff meeting.

Investment

➔ $139,500 for the completion of the **project's five goals**.
➔ $5,850 monthly **starting at site launch** for Customer Value Optimization, Web Presence Optimization, and WebCare (maintenance/hosting support).
➔ **$157,050 total investment for 1 YEAR** given we launch on schedule and in scope.

Focus on Results, Not on Scope

Achieving what we set out to do here is our priority and pleasure. We will continue to focus on the big picture while ensuring that all the details are in order.

We greatly look forward to continuing our collaborative success!

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Project Management

This project has begun with a thorough up-front process of discovery. Planning and discovery will continue through meetings and exchange of information. We will also establish a system to allow us to work efficiently throughout the duration of the project.

The Scope Platform success depends on solid planning and management; this work is crucial. Resource reallocation, misplanned tasks, and milestones are the top causes of delays for such a project. The beginning of the project will be entirely dedicated to planning and structuring our interactions.

Meetings Structure

Standing Meetings

We will begin with a project kickoff meeting. After that, we will schedule 30-minute weekly meetings to cover the following four points: **victories** (what we achieved last week), **issues** (where we fell short last week), **priorities** (what is getting done next week), and **metrics** (how is the project progressing).

Milestone Meetings

Once a month, the standing meeting will become a milestone meeting that lasts for one hour. The agenda is similar, but with a deeper approval/feedback process and a 10,000-foot view of the project. A document with the updated timeline will be delivered during the milestone meetings.

Communications

For massive projects, emails tend to decrease productivity. We prefer to utilize a project management tool to communicate when possible. I recommend we use a tool like ClickUp to manage our progress and correspondence. This communication guideline helps eliminate gaps in understanding which might lead to duplicate work, misunderstanding, and team breakdowns.

Deliverables
> Communication Convention
> Project Management Platform Training (if necessary)
> Milestones and Task Listing
> Roles and Responsibilities Listing
> Asset Collection, Discovery & Organization

Strategy Development

A successful startup plan should incorporate a user experience, value proposition and functionality that serves those strategic aims. We will go as deep as necessary on the strategic level to make sure the foundation of the project is in place and solid.

User Experience

This is the referral point of the entire project. We will always come back to this crucial information anchor. We will need to develop user personas if not in place already; we need to expand several aspects of the existing material. For example, the input information for brand/mood development needs to be added. The distinction between the persona as a prospect and the persona as a user of the client site is not fully clear. This clarification is included in the project scope and necessary to deliver on an effective strategy. In my experience, there are numerous personas engaging with the public facing site and numerous key stakeholders and personas to consider for the application.

Note: We do not have an upper limit regarding persona development. We will define as many as required.

User Experience Roadmap

We need to reward our users according to their attention capital. For users this is Return on Attention because attention is an investment as well. The core idea behind it is that the attention capital of the user grows with each stage, and each stage has its own timeframe and format. Although there is only one message to convey, there are different constraints and contexts.

Sales Funnel Development

There are as many sales funnels as there are companies. The sales funnel of Client is a deliverable, yet to be known. Let's set a quick naming convention:

1. _Awareness_ (Interest +Education)
2. _Consideration_ (Evaluation + Engagement)
3. _Decision_ (Commitment + Registration)
4. _Retention_ (Loyal User Engagement + Repeat/Upgrade Client)

The deliverables are yet to be defined because each funnel is unique. Part of the strategy phase is to define the funnel steps and assets. Part of the development process will involve user scoring and automation workflows based on scoring to enhance interaction.

Project Planning

The project will need to go through a few structures to identify risks and to split into phases/sprints. First we will do a Logical Framework to identify and mitigate risks. Then we will do a project charter and properly bring the to be determined action items into a project management system.

⌓ **Deliverables**
- User Personas
- Project Charter & Logical Framework
- User Journey Road Map
- Sales Funnel Structure
- Lead Scoring Development
- Information Architecture
- Consideration and Decision Stages Deliverables
- Marketing Collateral Development

UX Prototyping and Design   **Back to Index**

> The user experience is at the heart of this entire project so will be the basis of the design. The prospective user must immediately feel comfortable with the site, understand what we are offering, and know what it is we would like them to do.

The prototyping and design stage will include an analysis of the current brand identity to make sure it is properly integrated at every level of the design. We will include several in-between deliverables to ensure the end results (agile methodology). Many components are considered key and will involve visual development prior to any advanced coding stage.

Note: In this stage, we will differentiate the two websites: the public front facing website and the user website/application.

Common for Both Sites

Making an idea into a visual reality is not an easy thing to do, especially when there is an aesthetic factor. We have to develop a precise process to overcome the classic design challenges. This includes several in-between deliverables to ensure the end result.

UX Wireframe Set

A wireframe is the skeleton or blueprint of a page or a section. It is black and white and mostly focuses on placement and priority mapping. It will eventually be paired with the user journey map. UX wireframe set will include homepage, primary pages, primary section, landing page, blog index, and blog post. Each one with a desktop, tablet, and mobile version. Some wireframes are already provided and to the extent that these schemes are complete will reduce the processing time for this.

Web Design Anatomy

This is the equivalent of the brand guideline for web design. This will include specifications for all of the elements of the web pages and will serve as a reference for future extensions. Elements will include buttons (in all states), menus (in all states), form fields (input, checkbox, dropdown lists), headings, image wrappers and caption, and eventual featured containers. The elements will be saved as scalable components across all future web development.

Application Data Mapping

Depending on CRM selected and how Scope staff and volunteers need to access data for marketing, service and other operations activity there will need to be a clear plan for back end data management, where information originates and how it needs to be mapped for accessibility and reporting. In some cases data will be mapped through AI or 3rd party systems to perform specialized functions.

Public Site Specificities

The design of the public site will be sales funnel oriented, and will always consider the B2C perspective. It will follow the created guidelines and will include a professional level of modern web design.

Note: Free resources should be one of the key aspects of the public site. Even if Client is satisfied with the current state of this site, an index or blog of resources will establish brand expertise and help to create user enrollment.

User Site Specificities

The design of user site will be created with the goal of maximizing value to users. We will ensure a continuity of the user experience and fidelity to the brand guidelines. In addition to the productivity goal, special care will be taken to ensure we gather useful decision making data to guide future development.

Deliverables
- Web Design Anatomy
- UX Wireframe Set (up to 30)
- Data Map
- 2 Rounds of Approvals for Each Deliverable

Content Creation

Expanding the content base, establishing relationships, and global promotion are the ultimate purposes of valuable content creation.

To fully take advantage of Scopes high-reach brand awareness, captivating and targeted content is essential. I expect that the Scope team and its volunteers is fully capable of creating its own content. My role will be to support standard operating procedures and advise AI tools that can improve and streamline development. In some cases I will manage specialized design assets for the website or a professional video for important landing pages that are needed to convert a visitor.

Website Content

Copy

All copy will be oriented to tell your story and engage the users. Website content will match the brand guidelines, strategy development, and the funnel integration.

Imagery

Deliberate focus and strategy will be employed when it comes to imagery. The brand guidelines will be the baseline of the selection process. Outside photographers or designers may need to be hired for any unique needs. We suggest graphics that communicate the value proposition. Charts, graphs and displays may need to be drafted and submitted to specialized design to maximize funnel effectiveness.

Social Content SOP

The goal is to create an operating procedure empowered by easy to use tools that allow any team member or volunteer to support this role.

Deliverables
> Site Copy for All Static Pages (up to 40)
> Site Copy for Section (up to 10) and Menus (up to 5)
> Imagery Selection (up to 30)
> Call to Action for All Primary Pages
> Content Production SOP
> 1 Round of Approval for Each Deliverable
> Landing Page Video

Note: Blog content creation is not included, but staff training around best practice and SEO in regards to blogging can be provided.

Programming

This stage is when all the previous work and deliverables become a website/platform. Programming is more than just building what was visually developed, it includes all the dynamic elements that could not be decided on earlier.

Development

The Scope website and Platform will follow the guidelines of the wireframes previously created. Modest mid-development changes and revisions will be allowed inside of discovery of improved functionality.

Images count for 80% of the page load. We will work to find the proper responsive image solution is the crucial performance aspect. Other methods for improving page load speeds include establishing a content delivery network (CDN) for media assets and hosting video externally where necessary.

Mobile Responsive

The website and application will be optimized for mobile web browsers. There will not be a mobile application at this phase. It is possible to pursue a mobile application first in a different environment and this solution is capable in future development of supporting both environments.

Deliverables

> Fully Responsive Client and Public Application
> WordPress Content Management System
> Hero Section Development for All Primary Pages
> Dynamic Navigation for All Devices
> Advanced Resources Library Plugged with Marketo
> Custom Admin Access for User Roles
> 2 Rounds of On-site Content Revision
> Analytics Setup (Google Analytics and FB Pixels)

CRM Integration

@ | Email marketing is one of the core aspects of current marketing. It presents unlimited opportunities for Scope to build a relationship to its users, gather data and develop a higher return on investment.

We view email marketing from a holistic perspective. We always consider the sales funnel context. Email series, landing pages, and lead magnets are not self-sufficient mechanisms. We need to fully integrate each within your website and workflow.

Strategy and Purposes

This section overlaps with the strategy development. The core strategy of email marketing emerges from the goal-oriented approach. There are five global types of goals: indoctrinate, engage, ascend, segment, and re-engage/win back. Each type of email campaign has a specific approach in terms of content, structure, and delivery. We first need to properly categorize the campaign and then structure the email series accordingly.

Best Practice

We use current best practices for email marketing. Marketing is all about testing and improvement. Over the course of leading this effort we will observe the analytics across the system and strive to improve where marketing efforts and workflows indicate drop-offs and opportunity for improvement.

CRM Management

The database of users will be accessible to SCOPE teams in a way that is supportive of broader business activity including sales pipelines for opportunities to be defined in the business strategy. Data from the platform and website will be mapped into contact and organization records to empower conversations.

Deliverables
> Email Marketing List Setup (Subscription, Confirmation...)
> Landing Page Development/Optimization (up to 10)
> Opt-in Signup Form Optimization (On-site and Off-site)
> Primary Automation Series (up to 10)
> Email Marketing Team Training

SEO and Analytics

SEO is simple; good content is what makes a site worthy of ranking. Good content is related directly to your personas, but from the SEO perspective, it must also supply a demand formulable in keywords and be linkable.

On-site optimization involves making your site have clarity to the search engine through content, effective titles, tags, linking structure, and site design best practices. On-site SEO involves a good amount of training for the dynamic section of the site. For example, the blog/resources for this project. The SEO portion includes:

➔ Evaluate site structure to determine impediments to optimal search engine visibility.
➔ Evaluate internal site linking structure and basic site design, identify and provide recommendations for necessary changes to perfect said structure.
➔ Analyze the website's call to action, flow, and purchasing paths.
➔ Identify technical SEO errors and provide recommendations to fix them.
➔ Keyword research and analysis.
➔ Unique title and meta descriptions for primary pages.
➔ New URL naming convention recommendations (if needed)
➔ Images and heading optimization
➔ Content creation/optimization and Interlinking recommendations
➔ Blog improvement suggestions
➔ Prepare and submit to Google and Bing
➔ Content improvement changes to get rid of duplication
➔ New web pages creation recommendation (if required)
➔ Ensure all the pages are crawled in Google
➔ Analyze and review the current visitor traffic

Note: This stage includes all of the static pages for the sites, future blogs, and future resource posts. Due to the size of the content legacy, postdated on-site SEO is not part of the scope. However, we could include the key blog and resource posts if traffic generation justifies it.

Deliverables
⟩ Fully Optimized Website
⟩ Custom Google Analytics Dashboard
⟩ Training (if necessary)
⟩ Global SEO Reporting

Completion

Before your project goes live we will do a quality assurance review of each section to be certain it meets specifications. Finally, we provide a **30-day warranty period** from the day the website goes live to make sure the website meets your expectations once integrated with your company's day-to-day.

Development and Application Beta

Once all designs have been applied to the CMS and content entered, Leadership will have a chance to click through the beta version of the site. At this stage in the project, we are stating that the application aspects of the site are at least 80% complete.

User-Acceptance Testing (UAT)

Prior to the deployment of the website, we will lock down the site for one week to gather feedback and testing information. Following that week, we will set up a UAT meeting to walk through the site, verifying that the desired functionality is ready for launch. Testing is concluded at the UAT meeting. If Client has any changes to functionality, excluding bugs, after the UAT meeting those changes will be in addition to the scope of work.

Locking of Development Environment

Prior to going live with the new site, we will close the development environment from edits in preparation for the launch. At this stage, we will begin merging the code from the staging area to the production hosting environment.

DNS Switch And Go Live

DNS records will be updated to complete the Go Live stage.

Post-Launch Assessment

For a **period of 30 days after launch**, we will monitor the site for bugs and defects. During this time we will repair any bug that results in error messages or problems with pages rendering in the targeted browser. Beyond 30 days, any work on the functionality and design of the site will be considered out-of-scope. (Ongoing maintenance will cover this work.)

Note: We could include several analytics tools such as heat mapping and user testing.

Training

Training is key and the most essential part of the completion stage. Which means educational material, both on paper and video, will be delivered to Scope team. This will include live sessions for personal support.

Video Tutorials

We typically work with short video tutorials on specific topics individually made for your system. It will be combined with live Q&A sessions to go deeper into training. Additional video tutorial training might be delivered to support specific processes included in your website project.

Standard Operating Procedures

In addition to video the training will be documented as SOP's for clear directive use of the technologies.

Deliverables
- CMS Usability Videos (up to 5 hours)
- Blogging Videos (up to 5 hours)
- Email Marketing Videos (up to 5 hours)
- Website Best Practice Guide
- Blogging User Guide

Web Presence Optimization

[Post Site Launch] Web Presence Optimization is an all-encompassing approach to optimizing an entire web presence for organic and optional paid search including the website, social channels, blogs, videos, articles, and press releases.

Hierarchy of Web Presence Optimization (WPO)

The concept of building a hierarchy of Web Presence Optimization (WPO) comes from the belief that basic fundamentals are required before organic search success can be achieved. The purpose is to visualize how the execution of SEO and the services required to perform SEO have evolved due to Google's algorithm enhancements and to maximize your SEO efforts and investment.

Note: Changes in the Google algorithm occur. We will make necessary adjustments and then educate you on the changes.

Technical SEO Fundamentals and Foundation

When it comes to being serious about being found on Google and optimizing your entire web presence, it is important to start with a strong baseline foundation. We call this first tier "Technical SEO Fundamentals and Foundation." A strong base layer will accelerate your efforts in the higher tiers by ensuring your web presence has a strong infrastructure, can be effectively indexed, and is identifiable.

Keyword and Competitive Research

At the core of every organic search strategy are keywords. Coincidentally, at the core of Google's organic search algorithm is relevance for keywords. There will be constant competition for every keyword you are trying to rank for – guaranteed. The Keyword and Competitive Research tier is an ongoing process that will expand and evolve as you venture deeper into your organic search optimization strategy. It is important to understand that the keyword phrases your prospects use will change as they progress through the buying cycle. Approximately 25% of your organic search optimization efforts should be focused on continually understanding the keyword phrases that drive targeted traffic and conversions.

The Optimized Content Marketing

Content marketing is not new, but "optimized content marketing" is. Optimized content marketing is at the intersection of organic search optimization, social media, all the recent Google algorithm changes, and content/intent marketing. Planning and creating your optimized content accounts for the majority of your SEO efforts, approximately 55%.

Publishing, Socializing, and Sharing Content

Now that you have effective, optimized content that your prospects want, we need to tell them about it. Distributing your content effectively and frequently should occupy about 5% of our SEO effort. After discovery, and depending on the project scope, we will publish your content where appropriate.

Measurement and Improvement

In order to improve a content marketing campaign for further execution, not only must we master the previous tiers, but we must measure, benchmark, tweak and repeat. This is the final and ultimate tier, the remaining 5% of our SEO effort. We measure the success of an SEO campaign by comparing the following SEO metrics to other marketing campaigns (Google AdWords, email marketing, banner ads).

Strategy Integration

A highly analytical process of buyer persona development, pitch creation, in-depth keyword research, intent marketing concepts, fine-tuning campaigns, employing advanced strategies, and continually measuring results to lower your cost per user acquisition and increase your ROI.

Keyword Research
➔ Determine optimal keywords and the optimal number of keywords to promote for your campaign.
➔ Develop optimal keyword strategy necessary to achieve the same goal within the same time period.
➔ Optimal keywords developed from proprietary internal tools and several commercial tools.

Competitor Analysis
➔ Determine the strength of links and link sources that can be replicated and improved upon as the competitive strategy of the site is developed.
➔ Approach competitor links sources for link acquisition opportunities.
➔ Determine competitor vulnerabilities, and capitalize upon those weaknesses.

Website Optimization Plan
➔ Develop baseline ranking report and analytics.
➔ Google Analytics setup.
➔ Develop your metrics dashboard, explain functions, and instruct you in reading and usage.
➔ Provide you with a document outlining the changes needed to be implemented to complete website updates.
➔ Modify content to include keywords developed from keyword research.
➔ Ensure the keyword density is optimal for search bots.

Link Building + Social Signals
Once a site is "optimized" for search, we switch our focus to link building. Link building involves building powerful and diverse links that make your site appear more relevant to the search engine. These links are produced the hard way from "white-hat" sources, including social media, directories, blogs, press releases, and other high-quality sources. This is also where social media channels come into play.

➔ Develop link building and social sharing plan.
➔ Research and determine link opportunities in social media, blogs, directories, suppliers, business partners, link bait, and other potential link opportunities.
➔ Link building plan reviewed with you for approval.
➔ Ongoing monthly link plan implemented.

Conversion Optimization (CO)
Conversion Optimization is a process focused on converting the increased site visitors into solid sales leads. It involves multiple phases of funnel friction reduction involving modifications to landing pages, well-placed testimonials, and educational content, effective calls to action, and testing results. Conversion Optimization is an ongoing process that is part of WPO, including sale funnel friction reduction and improvement.

Optimized Content Creation

Several stages of the project will require content creation and edition. It is through enhanced, pertinent, and direct content that we engage your client and create/nurture conversation.

➔ New Website Pages
➔ Landing Pages Content
➔ Keyword and Concept Targeted Blog Posts
➔ Social Signals Content (Social Media)

Paid Advertising

Paid advertising is a powerful tool that produces quick results. Pay Per Click and Pay Per Lead, along with other potential targeted ads, will be employed to support scaling and drive value generation. As with all that we do, paid advertising is under constant analysis and adjustment. **The ad spend for paid advertising will be a recommendation**, meaning that we will work backward from your sales and conversion to find the point at which the sale justifies the investment. From there, a constant iteration process will be followed. We will understand the investment made in paid advertising and maximize your ROI with the following focus:

➔ Behavioral Targeting
➔ CPC (Cost per Click) vs CTR (Click Through Rates) Comparison
➔ Day Parting, Geotargeting, Interest-based Targeting
➔ Match Types, Quality Scores

Process

The goal of our process is always to maximize your return on investment. Paid lead generation is a short-term goal and can quickly become a significant investment. Organic lead generation is the long-term goal of almost every WPO campaign. In the case of Client, we will work on both fronts: paid lead generation to accelerate ROI and organic lead generation for long-term ROI.

Note: At this stage, the advertising channel to maximize ROI is still unknown. Statistically, it is in the third month after the start of the campaign that we deliver both the ideal ad spend and optimized channels.

Setup Month

In terms of workload, the first month of our WPO campaign is higher and requires a heavy setup stage. Including, but not restricted to: advertising goals review, keyword research, and analysis, potential keywords finalization, selecting the keywords type (broad/phrase/exact), adding negative keywords, multiple ad-groups creation, multiple ad copy versions (high call-to-action), campaign settings, bid and budget settings, landing page optimization recommendations, conversion tracking code installation, ad-extension setup (to display business address and phone number with an ad-copy), and adding StatCounter (third party analytics software) tracking code to identify user's exact search query.

Note: The WPO setup month focuses heavily on paid lead generation because the organic lead generation setup is included in the project scope.

Ongoing Execution and Management

After the first month, we start the paid lead generation campaign monitoring which includes: identifying non-performing keywords and ad copy to improve them, trying varied ad copy for better quality score, bid adjustment, and management to reduce overall CPC, conversion ratio and CTR ratio analysis, target audience tweaking to increase impressions, and competition analysis.

SEO monitoring includes: detailed analysis of existing backlink profile, competitor link analysis, identification of niche-specific websites and forums for backlink building, five high-quality brand mentions and links with industry-relevant content, and building an author profile for a company representative for personal authorship.

In parallel, we will do the organic lead generation growth monitoring and report the following back to Client:

➔ Review analytics to ensure website keyword traffic is increasing on Google, Yahoo, and Bing.
➔ Execute actionable site changes based on the hard data from analytics.
➔ Review keywords to ensure the most relevant words are being optimized and changes if needed.
➔ Review keyword performance and strategy with Client.
➔ Upon reaching desired goals for keywords, apply similar SEO techniques to new keywords and begin SEO process again for new keywords.
➔ Hold pre-scheduled monthly performance reviews with you.
➔ Monitor analytics and accounts to maximize results.
➔ Build powerful links from unique social media sites.
➔ Gather directory links and link to internal pages if relevant.
➔ Share monthly KPI report with you in regularly scheduled meetings.

🗁 Deliverables
> All the Deliverables Mentioned
> Monthly Key Parameter Indicator Report
> Monthly Meeting
> Sales Funnel Friction Reduction and Improvement

⚠ Not Included
> Ad Spend is Not Included
> Content Creation for Campaigns

Note: Deliverables of the WPO are subject to change. Depending on the data collected we will determine what are the relevant parameters to measure and associated deliverables. In general, during the third month of WPO, we can deliver a recommendation for ad spend. A proper estimation relies on the sales funnel effectiveness.

WebCare

[Post Site Launch] Is not just about maintaining a site, rather it is about taking care of the project.

Maintenance

A website is a live entity. Nowadays the digital environment is changing so quickly that an unmaintained site has a very short life expectancy. Maintenance is no longer a choice, it is an obligation.

Estimated Project Costs

Stage	Timeframe	Investment
Project Management	4 Weeks	$11,500
Strategy Development	5 Weeks	$18,500
Prototyping and Design	6 Weeks	$18,500
Content Creation*	6 Weeks	$18,500
Programming	8 Weeks	$42,500
CRM Marketing	3 Weeks	$17,500
SEO and Analytics*	1 Week	$2,500
Completion	2 Weeks	$5,500
Training**	2 Weeks	$4,500

Project Total	36 Weeks	$139,500
Web Presence and Conversion Optimization***	Ongoing Post Site Launch	$4,700 /m
WebCare *(Maintenance, Support)*	Ongoing Post Site Launch	$1,150 /m

  * These stages can be started concurrently.

 ** This stage is post-site launch.

*** The amount does not include ad spend which is a deliverable. See Web Presence Optimization.

Additional Billable

Unplanned components, ideas, revisions, and project scope happen on occasion. When an unexpected event will incur a cost, we will notify you ahead of time and will not produce unless we receive clear approval for an increased budget and timeline. Additional time may be purchased at our current hourly rate. However, most additional projects and/or project modifications will be scoped and bid on a fixed price basis.

Additional Cost

The project pricing includes the web development labor fees only. Any and all outside costs including, but not limited to, artwork license, talent fees, music licenses, and online access or hosting fees are considered as extra fees outside of project scope.