



Spark – Turnkey Web Sites for Start-up Projects

Thanks for your interest in our Spark package of web site services. Here is an overview of the web development options we normally include in this package. Additional features can be added as needed but will be billed on a time-and-materials basis.

SCOPE OF WORK:

New site based on our Spark Package. This includes:

- Modern design, layout & typography.
- Mobile Responsive – site adjusts to different screen sizes, from phone to tablet to desktop.
- Pre-selected graphic design and treatment using your existing logo and colours.
- Basic site structure as needed (ie: home, about us, several services pages, faqs, contact, etc.)
- Spam-reducing contact form.
- Organic Search Engine Optimization (SEO) features will be built into the code. *
- Possible location map displayed on your site (using Google Maps).
- Content Management System (CMS) option:
 - Yearly fee
 - Allows site owner to update basic content (text and images).

ADDITIONAL NOTES:

- Hosting services for 1 year. Includes email accounts, anti-spam, etc.
- Domain name registration if needed.

TIMELINES:

- Overall development expected to take approx. 2 weeks when begun.
- We have an approx. 1 month waiting list for our services.
- CMS services will be available at site launch but ongoing payments would begin 3 months later (current special offer. ie.: First 3 months free.)



FEES:

1. Overall site development matching the above: \$1500
2. Deposit to secure contract: \$500 – non-refundable.
3. Balance of payment when site is ready for launch.
4. All fees subject to HST (Canadian clients only).

ONGOING FEES:

1. CMS annual service fee: \$250/yr, auto-renewed unless requested not to.
2. Optional: Hosting annual service fee: \$240/yr, auto-renewed unless requested not to.
3. Optional: Domain name renewal fee: \$35/yr, auto-renewed unless requested not to.
4. Additional work or consulting above and beyond the initial scope is billed at our standard hourly rate. This is currently \$95/hr.

If this budgetary quote is approved, we will provide our standard contract and services agreement documents. The agreement must be signed and the deposit paid to secure the work in our schedule.

*SEO is the way that your pages are made to be Google-friendly. Well-coded and structured pages help this a lot. But the most important aspect of SEO is your written content. We strongly encourage developing the written content of this site fairly early in the process. You should write the content to address the interests of your clients, and using the language that they would use when looking for your services. 3-5 paragraphs would be appropriate for the home, about pages. Individual services pages may have a little more and should be supported by photos.

I hope this meets with your approval. If you have any questions, please don't hesitate to contact me. If you'd like to move ahead with the full proposal, just let me know and I'll send you the additional files for review.

I hope we can work together on this.

Jayme Cousins
In House Logic