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DEVELOPMENT QUOTE (w/ PAYMENT PROCESSOR)

Task	Description	End Date	Hours
Phase I - Website Setup			
Fundamentals	Before I can create a website, I need a backbone to build off of. That's what this task accomplishes.		1.5
Website Editor	This will allow you to edit content on the website when this project is over. Of course, I'm always willing to make edits for you, but it's important to bake this functionality in from the start.		1
Website Template	This is where the *general* look and feel of the website was crafted; no content is added just yet. If your site is fairly simple, this will be a really quick step.		0.5
Email Configuration	I will setup an email address for you to give to clients. It's seperate from your personal emails to help keep things organized and reduce clutter.		0.5
Phase II - Content & Development			
Drafted Layout	In my experience, there's no one-size-fits-all way to go about drafting content. Typically, websites require info about **the services** being offered, **the people** who offer these services, and the ways in which a visitor can **get in touch**. Other than that, it's really up to you. Here are some tips/inspiration: - **The Magic Three:** *three reasons why people should chose you over a competitor; these work better at building your business' identity than you might expect* - **Frequently Asked Questions:** *if you have two or more pieces of info for existing clients/customers, this is a great place for that info* - **Testimonials:** *helps add authenticity to your business; be sure to add multiple, just listing one could backfire* - **Mission/Vision Statment:** *a great way to define what makes your business unique*		2
Form Setup	When someone fills out the contact form on the website, it needs to get to the correct place. I also need to make sure that they're human!		1
Payment Processing	The registration form on your website provides conditional discounts and integrates with PayPal. This will take a while to build and test, but it'll definitely streamline your registration process.		5
Content Edits	There will be smaller edits I need to make after getting your feedback. More specifically, stuff like fonts, colors, and background images may need to be ajusted. Occasionally, the positioning of content will need to be rearanged to make the site easier to navigate.		2
Phase III - Publishing your Site			
Debug & Asthetics	I always need to check over my work and make sure everything runs as intended. Before we publish, I want you to be in love with your site :)		0.5
Final Steps	Making your site publicly accessible can take time. This step jump starts the process of getting listed on search engines (like Google) and increases your chances of getting noticed by potential clients/customers.		1

*All websites have several upkeep costs that you should be aware of: **domain names**, **hosting services**, and **email servers**.

To make things easy, I offer an annual upkeep service that bundles everything into a single-cost. Ultimately, because I'm able to shop in bulk, I'm able to offer my upkeep service at a steep discount. You can switch to another service/services at anytime. I charge customers the raw cost of equipment; I don't make a profit from this charge. For more info, please contact me.*

Sub-Total	$450.00
*Upkeep Cost	$95.00
Estimate:	**$545.00**

NO ACTION REQUIRED