

Entice Me - Wordpress Redesign

PROJECT NAME	PROJECT LEAD	PROJECT DESCRIPTION	PROJECT START DATE	PROJECT END DATE	TODAY'S DATE
Entice Me	Kirstie Keill	Re-create the existing website with new additions: Events Calendar, Youtube Channel connection, Retreat Reservations, and Vendor Filtering for 600 products with international shipping rates.	11/1/2023	11/14/2023	10/30/2023

TASK ID	TASK	Hours	Description	WEEK 1	WEEK 1.5	WEEK 2
1	Design Full Pages	11		✓		
1.1	Development Instance	.5	Host development environment. Install basic plugin package.	🔨		
1.1.1	Asset Migration	1	Migrate Pages, Posts, Products, and any other existing important data to a new Wordpress instance.	🔨		
1.2	Branding	1	Set global color and font conditions for the entire site (Headers/Text Sizing for Responsive)	🔨		
1.3	Headers / Footers	2	Global header / footer layout and navigation menu creation	🔨		
1.4	Reiterable Components	4	Design 6 sections of calls to actions, headliners, and buttons to copy on all pages	🔨		
1.5	Responsivity	1.5	Test and hone all components to be responsive for 16 screens	🔨		
1.6	Add Content	1	Copy over website content from client	🔨		
2.1	Create Store & Additional	10			✓	
2.1.1	WooCommerce Theme	1	Create single product, shop, cart, and checkout page designs.		🔨	
2.2	International Shipping Classes	4	Ensure proper shipping attributions on products with international shipping		🔨	
2.3	Events Calendar	2	Create a custom post type interface and an Events Posts page template		🔨	
2.4	Reservation Form	1	Install Ninja Forms OR embed Google Forms to collect data for Retreats.		🔨	
2.5	Vendor Filtering	2	Create a vendor category and attach it to HUSKY Filtering		🔨	
3	Live Push	7				✓
3.1	Server Migration	3	Serve development environment. PHP Migration.			🔨
3.2	SEO Optimization	.5	Very basic SEO keyword tag cloud research and adding tags to pages			🔨
3.3	Taxjar Integration	1	Install TaxJar gateway into WooCommerce			🔨
3.4	Implement Discount Rules	1	Install Discount Rules Pro plugin and show Tiffany how to apply discounts with a few created examples and a video tutorial.			🔨
3.5	Testing	.5	Final Web Testing			🔨
3.6	Security / Speed / SMTP	1	Install (and UPDATE*) Google Analytics, Optimizer, All In One Security, and WP SMTP through gmail or Cloud			🔨

TOTAL: 28

Summary

You, Tiffany Yelverton are hiring Kirsty Keill (Keill Systems LLC) to design and develop a website for the estimated total price outlined in our previous correspondence within the design constraints of the inspiration website asyouare.com.

As our customer, you have the power and ability to enter into this contract on behalf of your company or organization. You agree to provide us with everything that we need to complete the project, including text, images, fonts, and other information as and when we need it, in the format that we ask for. You agree to review our work, provide feedback, and sign-off approval on time, and are bound by any deadlines that we set together. You also agree to keep to the payment schedule set out in this proposal.

We have the experience and ability to perform the services you need and we will carry them out in a professional and timely manner. We will endeavor to meet all the deadlines set but not responsible for a missed launch date or a deadline if you have been late in supplying materials or have not approved our work on time at any stage.

As a HIPAA compliant designer, we will also maintain the confidentiality of any information that you give us and advise you on the best systems to use if HIPAA compliance is a priority.

Details of the Work

We will create designs for the look, layout, and functionality of your website. This contract includes one main design and two opportunities for you to make revisions to the final design. If you are not happy with the design at that point, we will provide you with an additional quote for extra design work needed. If instead, you wish to cancel our agreement, you may do so and we will retain the initial payment for the work completed to date.

Design Template

We will develop using Elementor Pro on a Wordpress instance. We will test all our markup in current versions of all major browsers including those made by Apple, Microsoft, Mozilla, Google, and Opera.

We will also test to ensure that pages will display visually in a similar — not necessarily an identical — way in Microsoft Internet Explorer 7 for Windows as this browser is now past its sell-by date.

NOTE: We will not test these templates in old or abandoned browsers, for example, Microsoft Internet Explorer 5, 5.5, or 6 for Windows or Mac, previous versions of Apple's Safari, Mozilla Firefox, or Opera unless otherwise specified.

Text / Copy / Content

We are not responsible for writing or inputting any text copy. We will be happy to help input major headings and content for optimal SEO, but significant work on our part will result in a charge beyond the original price.

We will guide you with the design so you know how to plan your copy, but you will be in charge of your own voice and content.

Photographs

If needed, you will supply photographs either in digital or printed format. If you choose to buy stock photographs that price will be added to the initial quote. Stock photography will not be purchased without your written approval. We will add “Previews” of stock photography when we are designing, which may look pixelated as they are not the high resolution file.

Changes and Revisions

The estimate/quotation prices in this proposal are based on the time we estimate we will need to accomplish everything that you have told us you wanted to achieve. If you do want to change your mind, add extra pages or templates, or even add new functionality, that won't be a problem. At that time you will be provided with an additional quote for the extra work.

Technical Support

As agreed, the quote provided includes the installation and set up of your site on your server as well as the implementation of Google Analytics. Updates and management of that server, plus any support issues will be up to you.

We offer technical support for website hosting, email, or other services relating to the website. If you do require help with anything beyond the design and development of your site, we will be happy to help.

Legal

We are not liable to you or any third party for damages, including lost profits, lost savings, or other incidental, consequential or special damages arising out of the operation of or inability to operate this website and any other web pages — even if you have advised us of the possibilities of such damages.

If any provision of this agreement shall be unlawful, void, or for any reason is unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

Copyrights

You guarantee us that any elements of text, graphics, photos, designs, trademarks, or other artwork that you provide us for inclusion in the website are either owned by you or that you have permission to use them. When we receive your final payment, copyright is automatically assigned as follows:

You own the graphics and other visual elements that we create for this project. We will give you a copy of all files and you should store them carefully as we are not required to keep them or provide any native source files that we used in making them. You also own text content, photographs, and other data you provided unless someone else owns them. We own the HTML markup, CSS, and other code and we license it to you for use on only this project.

We also reserve the right to display and link to your completed project as part of our portfolio and to write about the project on websites, in magazine articles, and in books.

Please Note: Do NOT use any of our provided assets for patents and official trademark logo applications. That would violate almost every stock photo service on the internet. There are additional fees to trademark, and you would need to contact the original artist directly for pricing.

Payments

As agreed, our payment schedule will be as follows but may be revised based on further conversations between us.

Our design fee is \$75 per hour. Your project will take 28 hours.

[50%] of total fee upon agreement of initial design: [\$1050]

[50%] of total fee on completion of the project: [\$1050]

Interest accrues if the **second** payment is more than 14 days late. We reserve the right to add 5% to any outstanding balance every 7 days, starting from the 15th day after receipt of the finished product.

Additional Yearly Fees Not Covered In This Contract:

Hosting: Tiffany will continue paying for hosting. (~\$36-\$200 /yr)

Domain: Tiffany will continue paying for the domain enticeme.com (~\$20 /yr)

Pro Plugins:

Discount Rules for WooCommerce Pro (need Pro for bulk pricing [2 for 1 special, etc]).
(\$75/yr)

Development Site

enticer.geekapplications.com

DESIGNER

Name: _____

Signature: _____

Date: _____

CLIENT

Name: _____

Signature: _____

Date: _____