



Rocket

Website Redesign + SEO Proposal

for Roger's Landscaping

As requested by
John Michaels

Joe Ardeeser
President & CEO
Rocket You Agency

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Scope of Work

Planning

Project Kickoff Call \$950

Schedule and conduct zoom kickoff call with the client. Meeting agenda will include:

- Introductions
- Project goals
- Timeline review
- Q&A

(Sample Loom video embed)

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Modifications

- ☒ Onsite Meeting — \$350
Johnson Media will travel to your location for an on-site kickoff call (will travel up to 4 hours).

Base Cost: \$600

Sitemap Creation \$300

Work with client to outline website pages (up to 10).

How site maps work:

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Base Website

Home Page \$3,000

Design and build homepage with client. Items included:

- Mission statement/hero section
- Overview of services
- Contact form

About Us \$1,550

Design and build about us page for client.

Modifications

☒ Touchup individual photos — $\$50 \times 10$ \$500

Base Cost: \$1,050

Service Pages

$\$250 \times 5$ \$1,250

Build out service pages that outline service specifics.

☒ Blog

\$5,300

Create blog for client. Base layouts include:

- Main blog loop
- Individual blog layout

Note: There is a max of 2 design revisions included.

Modifications

☒ MailChimp integration — \$275

Integrate blog with MailChimp signup. Max of 1 hours for design tweaks.

☐ Social Sharing — \$250

Install and configure social sharing plugin.

☐ Advance Search — \$750

Advanced searching of blog posts. Need to describe more.

☒ Author Bio Pages — \$900

Base Cost: \$4,125

☒ Salesforce Integration

Cost TBD

Integrate contact form into salesforce. Scope unknown as this line item requires more conversation with client.

New Customer Discount

-5%

-\$668

As a thank you for your business we'd like to give you our 5% new customer discount

Basic Training

Included

Provide basic training on a 30-minute zoom call. Customer can record the call and share it with their team.

Additional Items for Consideration

☒ Social Media Posts

\$750/Month

Weekly post on client's Facebook and Twitter accounts. Client must approve all posts and provide credentials.

☒ Search Engine Optimization

\$1,500/Month

\$1,000/Once

Assist client with Search Engine Optimization (SEO). Monthly work includes:

- 2 new blog posts that are SEO optimized
- 5 high-quality backlinks
- 3 hours of technical website improvements (i.e. alt tags, page speed, etc.)

Need a primer on SEO? check out this video:

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Modifications

☒ Initial Setup — \$1,000

- Identify 15-20 industry target keywords
- Help integrate the words into the content (the client is responsible for creating the base content)
- Basic setup on Google's side

☐ Additional Monthly Backlinks (choose qty) — \$1,500/Month

☒ Pre-purchased Monthly Hours (\$120/hour)

\$1,200/Month

Pre-purchased hours can be used for any tasks on your project.

Monthly retainer discount of 20%. Minimum of 5 hours per month with a 6-month commitment.

☐ Rush Fee

+15%

\$2,003

Please choose this option if you'd like us to prioritize your project so that it can be completed 30 days sooner.

☒ 12-Month Installment Plan

+12%

\$1,602

Please choose this option if you'd like 12 equal monthly payments for the one time costs associated with this project.

Payments are due on the first of each month.

One Time Total: \$14,285

Payment Amount (each month): \$1,190*

* This amount will change if your selections on this proposal change.

☒ Hosting

\$35/Month

☒ Bronze

\$35/Month

10 GB data, 5 GB storage

☐ Silver

\$100/Month

25 GB data, 15 GB storage, 99% uptime

☐ Gold

\$150/Month

Unlimited data, 100 GB storage, 99% uptime, premium support

One Time

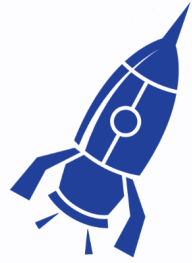
Total(s)

\$14,285

Recurring Monthly

Total(s)

\$3,485



Rocket

About Us

For more than 10 years Rocket has been creating quality websites. Our process is truly time-tested as we've worked with over 500 clients over the years.



Our Team



Jason Duran
CEO / Chief Story Teller

Jason has been our leader since Rocket was founded 10 years ago. Jason's experience with web and marketing has helped 100s of our clients succeed in building their business and finding new customers.



Gina Riswald
Sales Manager

Gina has a passion for customers and finding solutions that work. When's she not hard at work at Rocket, she can be found camping and spending time with her husband, 2 children and their pet dogs.



Maria Thomson
Creative Director

Maria brings over 20 years of design and user experience expertise. She's a constant tinkerer and loves building on our well-established design process.

Maria loves traveling and spending time with her husband Mike.

(sample video embed)

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Our Process

- Discovery process (pre contract)
- Proposal development
- Kickoff meeting
- Site map work
- Design process
- Development
- Launch

Payment Schedule

The company and client agree to the following payment schedule.

Payment #	%	Amount	Due Date
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#1	50%	\$7,142	Upon Project Start .
#2	20%	\$2,857	Upon Design Complete or 50 days after project commencement (whichever comes first).
#3	20%	\$2,857	Upon Development Complete or 150 days after project commencement (whichever comes first).
#4	10%	\$1,428	Upon Project Completion or 250 days after project commencement (whichever comes first).

Payment #1 is non-refundable. There is a 2% late fee for each month of late payment.

Terms

This Website Design Agreement ("Agreement") is being made between Roger's Landscaping ("Client") and Rocket You Agency Group, LLC ("Web Designer") to design and develop a website.

1. Services

The services will include the following number of revisions: 10. This is the scope of work the parties agree upon. For changes or additional requirements, a change order will have to be filled, agreed upon, and signed by both parties.

2. Schedule

Here are the primary milestones for this project. The expected timeline is 5-10 weeks.

- Preliminary Design
- Review
- Final Review
- Completion - the Client will have 3 business days to review and approve each step. At the end of said time, if no answer has been given, the work will be considered approved, and the Web Designer will continue their work.

3. Confidentiality

During the term of this agreement and afterward, the Web Designer will use reasonable care to prevent the unauthorized use or dissemination of Client's confidential information. Confidential information is limited to information clearly marked as confidential.

Confidential information does not include information that: the Web Designer knew before Client disclosed it; is or becomes public knowledge through no fault of Web Designer; Web Designer obtains from sources other than Client who owe no duty of confidentiality to Client, or Developer develops independently.

4. Termination of Agreement

This Agreement will automatically terminate when both Parties have performed all their obligation under the Agreement and all payments have been made. Should there be a desire to terminate the agreement before the completion of the project, the Client will notify the Web Designer 5 days in advance, and pay for services already completed and for hours already worked.

5. Limitation of Liability

Neither party will be liable for breach-of-contract damages that are remote or speculative, or that the breaching party could not reasonably have foreseen on entry into this agreement.

6. Intellectual Property

The Client will own the website and any visuals provided by the Web Designer. The Web Designer will turn over all necessary files. The Client guarantees that they have legal rights to all elements of text, photographs, and anything else that they provide the Web Designer with, and will not hold the Web Designer responsible for any third-party claims. The Web Designer will guarantee that they have legal rights to all elements related to the services they are providing and will not hold the client responsible for any third-party claims.

7. Dispute Resolution

If either party accuses the other of being in breach of contract, the accused party will have 30 days to address the breach.

8. Applicable Law

This Agreement shall be governed by and construed in accordance with the laws of Idaho State.

Both parties agree to the terms and conditions outlined above.

COMPANY	CLIENT/CUSTOMER
Signature	Signature
Title	Title
Date	Date