



# Rocket

## Website Proposal for **Roger's Landscaping**

*As requested by*  
**John Michaels**

Joe Ardeeser  
President & CEO  
Rocket You Agency

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## Website Package

\$8,250

Please choose a website package below:

### ☐ Bronze

\$2,500

*Summary:* Our Bronze Web Design package is perfect for those seeking a professional online presence with essential features tailored to kickstart your digital journey.

*What's Included:*

- Customizable, mobile-responsive website design
- Up to 5 pages for your core content (Home, About Us, Services, Contact, Gallery, etc.)
- Basic SEO optimization to enhance online visibility
- Integration of essential plugins and widgets
- Contact form for seamless customer inquiries
- Stock imagery selection to complement your brand aesthetic
- One round of revisions to ensure satisfaction

### ☐ Silver

\$4,500

*Summary:* Our Silver Web Design package is tailored for those aiming for a sophisticated online presence with expanded features for a comprehensive digital experience.

*What's Included:*

- Up to 10 pages for extended content and services
- Integration of a content management system (CMS) for seamless updates
- Responsive design for optimal viewing on various devices
- Basic e-commerce functionality for up to 20 products
- Enhanced visual elements with customized graphics and icons
- Two rounds of revisions for meticulous fine-tuning

### ☒ Gold

\$8,250

*Summary:* Unleash the full potential of your online presence with our Gold Web Design package—an unrivaled solution for those who demand excellence and a truly immersive digital experience.

*What's Included:*

- Customizable, mobile-responsive website design
- Up to 15 pages for extensive content and services
- Advanced e-commerce functionality for a large product catalog
- Tailored user experience with personalized interface elements
- Premium stock photos and graphics for a visually captivating website
- Integration of advanced analytics for insightful performance data
- Priority support with faster response times
- Comprehensive training session for content management system (CMS)

## ☒ Hosting/Ongoing Support

\$635/Month

### Hosting

\$35/Month

Please choose a selection below:

#### Hosting Plans

☐ None

Select this option if you have other hosting plans

☒ 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

### Monthly Support

\$350/Month

Up to 2 hours of monthly support

## ☒ Premium Support

\$250/Month

Select this item if you'd like premium support which include 2 additional hours per month and same-day response times.

## Additional Items for Consideration

## ☒ Search Engine Optimization

\$2,400/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.)

#### 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) —  \$900/Month

Base Cost: \$1,500/Month, \$1,000/Once

☒ Social Media Posts

\$750/Month

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

☒ 12-Month Installment Plan

+12% \$1,110

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: \$10,360

Payment Amount (each month): \$863.33\*

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

One Time

Total(s) \$10,360

Recurring Monthly

Total(s) \$3,785



# 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.

## 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
#1	50%	\$5,180	Upon <b>Project Start</b> .
#2	20%	\$2,072	Upon <b>Design Complete</b> or <b>50</b> days after project commencement (whichever comes first).
#3	20%	\$2,072	Upon <b>Development Complete</b> or <b>150</b> days after project commencement (whichever comes first).
#4	10%	\$1,036	Upon <b>Project Completion</b> or <b>250</b> 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.