



# Rocket

## Website Redesign + SEO Proposal

for **Roger's Landscaping**

*As requested by*  
**John Michaels**

Joe Ardeeser  
President & CEO  
Rocket You Agency

[joe@rocketmediaforyou.com](mailto:joe@rocketmediaforyou.com)  
[425-268-2718](tel:425-268-2718)  
[rocketmediaforyou.com](http://rocketmediaforyou.com)

# Scope of Work

## Planning

\$900

### Project Kickoff Call

\$600

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

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

#### Modifications

☐ Onsite Meeting — \$350

We will travel to your location for an on-site kickoff meeting (up to 4 hours of travel-time).

## Sitemap Creation

\$300

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

How site maps work:

[Embedded Content Hidden in Print/PDF]

## Base Website

\$11,258

### Home Page

\$3,000

Design and build homepage with client. Items included:

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

### About Us

\$1,650

Design and build about us page for client.

#### Modifications

☒ Touchup individual photos — \$50 × 12 \$600

Base Cost: \$1,050

---

## Service Pages

\$250 × 10

\$2,500

Build out service pages that outline service specifics.

---

### ☒ Blog

\$4,800

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.

☒ Advanced Search — \$750

Advanced searching of blog posts. Need to describe more.

☐ Author Bio Pages — \$900

Base Cost: \$3,525

---

### ☒ Salesforce Integration

Cost TBD

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

---

## Basic Training

Included

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

---

## New Customer Discount

-5%

-\$693

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

## Additional Items for Consideration

\$4,740

\$4,260/Month

### ☒ Search Engine Optimization

\$2,550/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:

[Embedded Content Hidden in Print/PDF]

#### 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) — $\$150 \times 7$ \$1,050/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.

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

$\$120 \times 8$

\$960/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%

\$2,078

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% \$1,662

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: \$16,897

Payment Amount (each month): \$1,408.08\*

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

☒ Hosting

\$150/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) \$16,897

## Recurring Monthly

Total(s) \$4,410






# 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

	<p><b>Jason Duran</b> <i>CEO / Chief Story Teller</i></p> <p>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.</p>
	<p><b>Gina Riswald</b> <i>Sales Manager</i></p> <p>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.</p>
	<p><b>Maria Thomson</b> <i>Creative Director</i></p> <p>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.</p> <p>Maria loves traveling and spending time with her husband Mike.</p>

*(sample video embed)*

[Embedded Content Hidden in Print/PDF]

## Our Process

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

# Case Studies

We're lucky to work with some of the most innovative clients who challenge us to push boundaries. Here's a glimpse into a few of their standout projects and the results we helped bring to life, each one a testament to collaboration and creativity.

## Loom by Atlassian

Webinar: Loom AI 🟡 Join us on October 31st to discover how Loom AI can make every video impactful.



Sign In

Get Loom For Free

Contact Sales

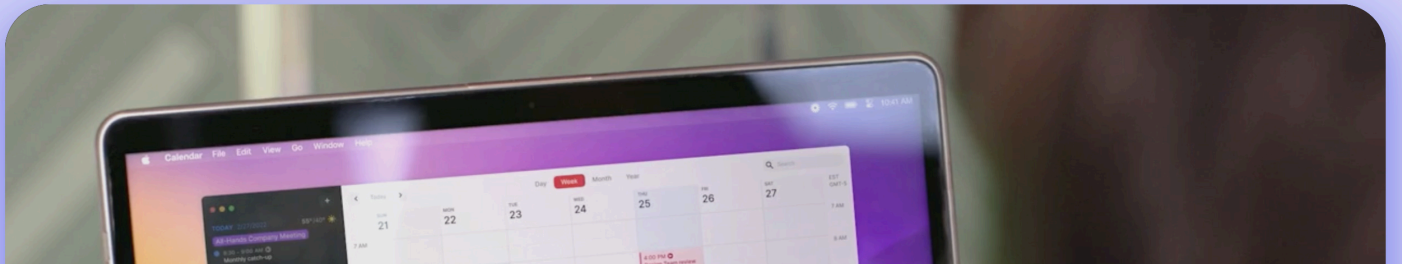


## One video is worth a thousand words

Easily record and share AI-powered video messages with your teammates and customers to supercharge productivity

Get Loom for free

Install Chrome Extension



### Case Study: Loom – *Turning “Can You Hear Me?” Into Seamless Team Communication*

#### Summary

When Loom asked us to overhaul their platform to support “next-level” team communication features within a single month, we knew we’d be in for a challenge (and a few all-nighters). Working closely with their team, we crafted an intuitive, lightning-fast video messaging interface designed to make even the most complex conversations easy to share and access.

#### Key Outcomes

- **Simplified Video Messaging:** Designed a clean, intuitive video interface, enabling team members to record and share with one click.
- **Real-Time Collaboration Features:** Added tools for instant feedback, comment tagging, and shared workspaces.
- **Enhanced Playback Experience:** Upgraded video playback to be faster and more accessible across devices.
- **Streamlined User Dashboard:** Organized messaging and files into a single dashboard to keep conversations focused.
- **Integrated Notifications and Reminders:** Implemented smart alerts to keep teams up-to-

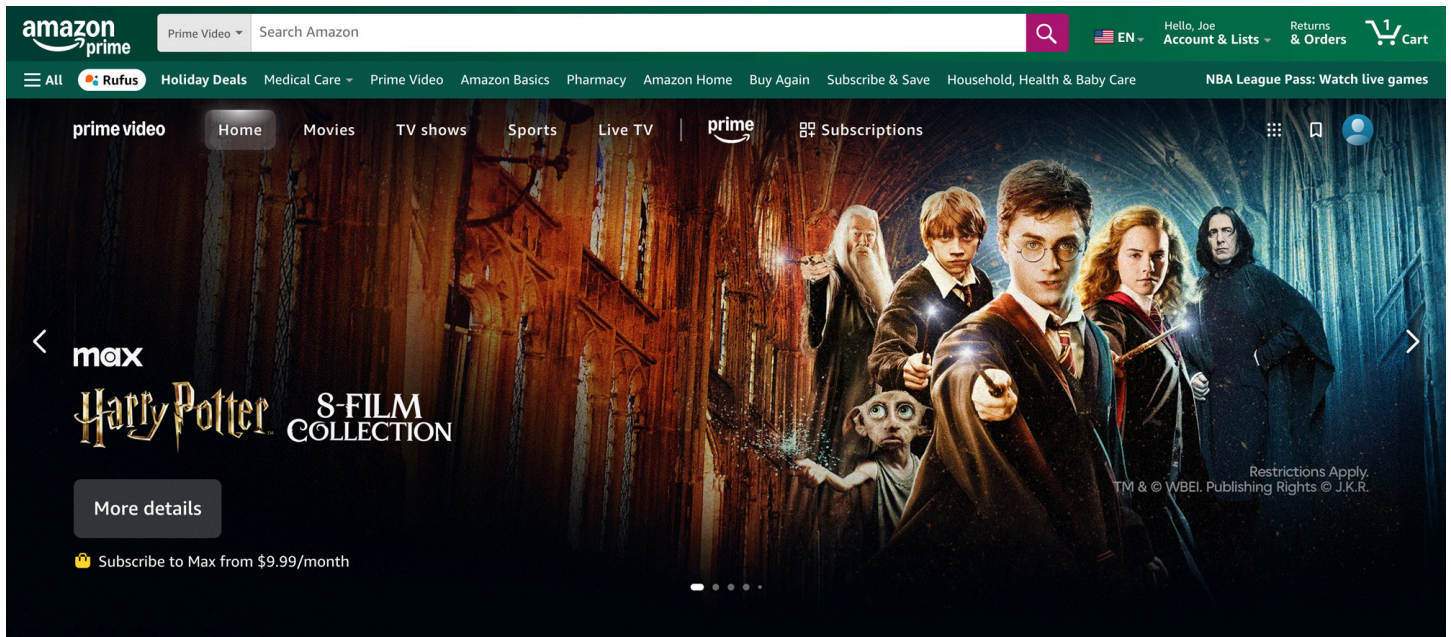


Our mission? To create a seamless experience that empowers teams to communicate efficiently without ever losing context. The result? A streamlined, user-friendly Loom that keeps pace with the speed of modern teams.

*(Disclaimer: This case study is purely fictional but gives you a taste of what we're all about!)*

date without interrupting workflow.

## Amazon Prime



## Amazon Prime – From Concept to Clicks in 30 Days

### Summary

When Amazon approached us with the simple, modest request to create *Amazon Prime*—a membership experience for millions of global customers—in just one month, we knew we had our work cut out for us. After a solid 5-minute brainstorming session (and a hefty order of coffee), we decided: why not give it a shot?

Our team dived into designing a seamless, one-click subscription service that would forever change the way people shop online and binge-watch. With only a month on the clock, we rallied to build a fully integrated platform that made speedy two-day delivery the norm, offered unlimited streaming, and ensured that every subscriber felt like a VIP. The result? A membership program so smooth that even Amazon was a bit impressed... or so we'd like to think!

### Key Outcomes

- **One-Click Prime Sign-Up:** Enabled instant access to Prime with a single click, making membership sign-ups smoother than ever.
- **Fast-Track Free Delivery:** Integrated two-day delivery for a seamless shopping experience.
- **Unlimited Streaming Hub:** Created a binge-ready platform with instant access to exclusive content.
- **VIP Member Perks:** Built a dashboard to track perks, deals, and exclusive offers.
- **24/7 Support Access:** Developed round-the-clock support for Prime members worldwide.

Today, Amazon Prime isn't just a service; it's a lifestyle. And while they might not mention it, we'll happily take some imaginary credit for making it happen in record time!

(this is obviously a made up case study :)

# Payment Schedule

The company and client agree to the following payment schedule.

Payment #	%	Amount	Due Date
#1	50%	\$8,448.5	Upon <b>Project Start</b> .
#2	20%	\$3,379.4	Upon <b>Design Complete</b> or <b>50</b> days after project commencement (whichever comes first).
#3	20%	\$3,379.4	Upon <b>Development Complete</b> or <b>150</b> days after project commencement (whichever comes first).
#4	10%	\$1,689.7	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.

Both parties agree to the terms and conditions outlined above.

COMPANY	CLIENT/CUSTOMER
<hr/>	<hr/>
Full Name	Full Name
<hr/>	<hr/>
Title	Title
<hr/>	<hr/>
Business Name	Business Name
<hr/>	<hr/>
Signature	Signature
<hr/>	<hr/>
Date	Date
<hr/>	<hr/>