



MICHAEL BAKER
DIGITAL

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Towne Body Shop

RESPONSIVE WEBSITE DESIGN & DEVELOPMENT, GOOGLE
CONNECTION

Responsive Website Creation Phase 1 - Foundation

Michael Baker Digital will create a professional responsive (all device friendly) website design and development for Towne Body Shop with a modern, fresh look.

The goal is to create a brand new Towne Body Shop Wordpress website using X-theme and include branding including a logo, colors, typography & photography paving the way for new content, expansion of website and better rank in Google.

Utilizing our crafted front-end we will insert creative, content, branding and photography in an aesthetically pleasing, modern and clean presentation.

All of our websites come responsive by default. Responsive means the same website scales according to the device. (Phone, tablet, desktop)

Framework/ Wordpress Theme:

The framework we use, X-Theme, is a lightweight and fully customizable front end system that instantly creates a visually appealing, modern website design without having to endure a lengthy web design process.

You can view examples of our "framework" in action here so it's flexibility can be illustrated:

<https://www.michaelbakerdigital.com/case-studies/>

Content:

Logo, photography and copy to be provided by Towne Body Shop. Other images, before/after for portfolio, about/history, service listing and / or description of services, "process" and full contact information. We will include use of relevant, high quality stock photography.

Establishment of Google Account

We will establish a single Google account to house Google Local Listing (maps), Analytics (stats), Google Search Console (XML Sitemaps) and possibly in the future AdWords, Youtube. We will attach the new website and validate both Google Local and XML Sitemaps for local SEO

Hosting:

We encourage our clients to use Wordpress specific hosting. This can be obtained for \$200 per year via Godaddy. The best scenario is when you use Godaddy to register your domain, you add Wordpress managed hosting to the account. We will establish this Godaddy account for you and get your domain name into the account from its previous registrar.

PROJECT COST

The final price for Towne Body Shop responsive website creation and development is estimated at **\$4,500**

TASK	HOURS	COST
Planning, Initial Creative, Account Acquisition (Consulting, Images, Sitemap)	6	\$750
Creative Direction / Project Management	5	\$625
Acquire domain name and set up Godaddy account (Domain name, Hosting)	3	\$375
Website Development Front-End (Plugin Configuration, SEO	4	\$500
Website Development Back-End (Wordpress / Framework Configurtaion)	Flat Rate	\$1,500
Establish and Connect Google Account (Local listing, SEO)	Flat Rate	\$750
Design & Development Hourly Rate	Flat Rate	\$125hr

TERMS

- 1.** All requested edits from Towne Body Shop are to be emailed. If the client wishes to go over edits via phone after they are emailed, a meeting time can be scheduled. This will help us ensure that all of your requests are documented.
- 2.** Towne Body Shop will be responsible to cover the expense of all requested resources and product purchases such as paid stock photos, external web services like web hosting (\$200/yr), domain name renewal(\$20/yr) X-theme license (\$75), music, typefaces etc.
- 3.** Towne Body Shop shall retain ownership of all content and materials provided to Michael Baker Digital. Towne Body Shop takes full responsibility for any content (including graphics, audio, copy text, video, and images) provided to Michael Baker Digital for use on this project.
- 4.** All work performed by Michael Baker Digital for Towne Body Shop will be the property of Towne Body Shop upon full payment for the work performed.
- 5.** Should project exceed number of hours allocated in this agreement because of additional requested work by Towne Body Shop (beyond the services contemplated herein), you will be charged an hourly rate of \$125/hr or a flat project rate. Michael Baker Digital will notify Towne Body Shop in advance should this happen and will seek approval prior to commencing.