

22601 Pacific Coast Highway
 Suite 230
 Malibu, CA 90265

Estimate

NAME / ADDRESS
Generic

DATE	ESTIMATE NO.
3/6/2016	5468

DESCRIPTION	HOURS / QTY	HOURLY RATE / FEE	TOTAL
<p>PROJECT: Custom Ecommerce Website with Wordpress Content Management System (CMS)</p> <p>PAYMENT TERMS: 1) Four monthly 25% non-refundable installment payments of \$2,497.50. 2) Payment for each installment will be pre-authorized as checks in advance or credit card authorization. Nonpayment will result in immediate project hold. 3) If website launches live before 4 months, full payment on the open balance will be due to launch live or client must have website hosting (for a separate fee) with Vivid Candi and can continue the regular payment schedule. 4) Max cap of 74 hours of labor included. Hours exceeding this cap will be billed weekly @ \$95/hr and due on receipt.</p> <p>TOTAL WEBSITE PRICE: \$9,990.00</p> <hr/> <p>WEBSITE's PROPOSED SITE MAP:</p> <p>-Home</p> <p>-About</p> <p>-Store (Powered by WooCommerce plugin) -Category TBD (WooCommerce product category) -Category TBD (WooCommerce product category)</p>	1	0.00	0.00
Thanks for your consideration.		TOTAL	

Phone #	Fax #	E-mail	Web Site
310.456.1784	310.919.3026	chris@vividcandi.com	www.vividcandi.com

By signing this estimate, you understand and agree to all the terms stated on this estimate and approve the quoted work to proceed with Vivid Candi, Inc.

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-Category TBD (WooCommerce product category) -Category TBD (WooCommerce product category) -Category TBD (WooCommerce product category) -Blog (Will utilize Wordpress post architecture for easy scalability) -Contact (Will include a form) ***Above site map pages can be replaced with client's choice of pages as long as functionality remains the same. Client may also add up to 5 static informational pages (ones without unique functionality or template required) as long as they stay within project max cap of hours.***			
PHASE 1: LAYOUT A) Overall concept & branding development -Team brainstorming -Review competitor sites -Detailed art direction consultation with Vivid Candi art director and design team	4	135.00	540.00
B) Draft options for homepage / overall layout concept -Up to 3 sets of revisions	15	135.00	2,025.00
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C) Draft options created for overall interior page layout ***OPTIONAL, ADD 8 hours / \$1080 IF REQUIRED. CAN BE DONE ON THE FLY DURING PRODUCTION*** -Up to 3 sets of revisions	0	135.00	0.00
D) Draft options for Tablet size and Iphone size responsive layouts ***OPTIONAL, ADD 6 hours / \$810 IF REQUIRED. CAN BE DONE ON THE FLY DURING PRODUCTION*** -Up to 3 sets of revisions	0	135.00	0.00
PHASE 2: PRODUCTION A) Install & Setup Wordpress Content Management Software (CMS) / Setup Dev Site -Setup private dev url and database and prep for production -Allows client to add/delete/edit pages -Client can edit text and upload images	1	135.00	135.00

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B) Create custom Wordpress theme & begin overall website architecture -Slice and prepare images from layouts for export to HTML -Code site templates with HTML, HTML5, CSS, CSS3, JQuery & More -Code all templates with Responsive HTML technology for Mobile / Tablet users -Break points coded for Iphone, Ipad & PC which will be the universal standard -More specific break points for other specific devices will add more labor hours and will be quoted upon request separately -Create homepage template, interior page templates, 404 template, search template and other core required Wordpress templates -Create all webpages per site map on estimate -Create dynamic Wordpress driven navigation with drop down jquery menus or modern jump menu -Create contact form(s) using gravity forms plugin -Integrate Google maps (if required by client) on contact page -Test & debug	20	135.00	2,700.00

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C) Architect & program sections using WP post architecture & custom post types per site map specifications -Sections to create: Blog -Utilize Wordpress post architecture so client can easily scale content up/down dynamically -Main section will show thumbnails, titles, excerpt and allow user to click to detail page for each post -Can be done as a visual grid format, blog list format, etc. -- Post architecture is easy to stylize many ways. -Create custom post type for each section so client's Wordpress Dashboard has separately defined user friendly sections to manage content -Test & debug	2	135.00	270.00

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D) Install & setup WooComerce plugin to power all ecommerce pages -AJAX and PHP technology utilized -Customize ecommerce templates -Setup variations to change photo upon chosen variation drop down option (Install separate plugin to power this) -Setup basic settings -Setup authorize.net payment gateway and/or paypal and/or manual payments -Setup flat rate shipping or UPS dynamic shipping (customer must have a UPS account #) -Secure page with SSL **Will require client to purchase SSL certificate for \$150/yr extra*** -Test system thoroughly ***PRODUCT INPUT NOT INCLUDED. CLIENT WILL BE TRAINED ON HOW TO ADD PRODUCTS***	8	135.00	1,080.00
E) Install & setup social media sharing -Setup facebook like button, tweet button and link'd in button for all pages	0.5	135.00	67.50
F) Install & setup the following best practice plugins... -Google XML site map generator - increased page indexing by 100x+ -SEO ultimate suite of SEO tools -- includes custom meta tag ability and mass SEO editing -WP super cache - speeds up page loads by 500%+ by pre-rendering pages and serving static vs. dynamic pages	0.5	135.00	67.50
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G) Create a custom training tutorial video showing client how to use key sections of website from within Wordpress panel	0.5	135.00	67.50
PHASE 3: FINAL STEPS			
A) Make up to 3 sets of minor revisions to overall website demo (5 hours allocated per set of revisions)	15	135.00	2,025.00
B) Create custom browser icon	0.5	135.00	67.50
C) Browser/Computer testing -Test on MAC & PC, primarily optimized for modern versions of Chrome/Firefox/Safari/IE 10/11 *Optimization for older browsers (i.e. IE7/8/9) may add further labor and increase a client over their max cap of hours -Debug and optimize loading processes -Troubleshoot any cross platform errors and correct / provide solutions	2	135.00	270.00
D) Launch website live on final domain -Export SQL database and re-import into new site -Change all demo URL's to final URL in code -Upload site -Test all pages of the site and verify they work correctly	4	135.00	540.00

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E) Setup Security / Malware Monitoring Service with Sucuri ***HIGHLY RECOMMENDED*** ***Client will have to purchase service direct separately at https://sucuri.net/website-antivirus/signup for \$199/yr or \$299/yr (if SSL on site) -Vivid Candi will setup file monitoring and malware removal service -Vivid Candi will setup CloudProxy firewall service -Test & debug	1	135.00	135.00
F) 30 Days of Support -Applies only to minor issues, additional tutorials / assistance, etc. -Does not apply to major issues caused by client or their hosting -Hours will be deducted from remaining project hours or billed extra per max cap of hours term -***Anything request beyond these 30 days of support are subject to hourly billing at current rates.	0	0.00	0.00
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<p>OVERALL PROJECT MANAGEMENT</p> <p>A) Detailed project management using Google Doc's -Updated in realtime as designers work on and complete tasks -Displays total project time so client can be in the loop and know where they are vs. max cap of included hours</p> <p>B) Regular meetings as needed at each project milestone or requested by client -Via Skype video chats, teleconference, etc.</p> <p>C) Continuous QA checks</p> <hr/> <p>***CONTRACTUAL TERMS FOR WEB DESIGN SERVICES*** IN ORDER TO PROCEED WITH ESTIMATE, CLIENT WILL BE REQUIRED TO SIGN A SEPARATE PROFESSIONAL WEBSITE DESIGN SERVICES AGREEMENT that will have this estimate number noted. CA Sales Tax</p>		9.75%	0.00
Thanks for your consideration.		TOTAL	\$9,990.00

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