



WEBSITE PROPOSAL

REVISION DATE: September 14, 2021

Proposal #1827

PREPARED BY:

Mark Pfaff
OlyWeb and Olympus Press
3400 S. 150th St, Seattle, WA 98188
(206) 425-247-1631
mark@olypress.com

PREPARED FOR:

Alexis Ashley
Prentice Financial Planning LLC
2407 Pacific Ave. Suite A, Olympia, WA 98501
(360)754-0490
alexis@prenticefp.com

We appreciate the opportunity to provide you with this proposal for a new website for Prentice Financial Planning LLC. We hope you find this proposal covers everything you requested. Please let us know if we need to make any revisions or clarifications. This proposal will be valid for 30 days.

Best Regards,



Mark Pfaff

Web Solutions
OlyWeb & Olympus Press

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SCOPE

The following proposal details two available options for this project: a Standard Site Package or Full Site Package as well as optional add-ons for creating additional logo assets.

OVERVIEW OF SITE PACKAGES

STANDARD SITE PACKAGE - 4-6 week estimated total project time

- Site created using OlyWeb's custom-built website template
- Choose from dozens of preset layout options, customize with your brand's colors, images and brand assets
- Content population, formatting, and media uploading is included
- Stock images available from Adobe Stock \$10 per image

FULL SITE PACKAGE - 10-12 week estimated total project time

- Fully custom visual design created collaboratively with your team including site wireframes, user paths and 3 alternate visual designs to choose from
- Site layout and features built from the ground up to your specifications
- Content population, formatting, media uploading and image optimization included as well as SEO and transactional email integrations
- 10 stock images included

The following is a detailed breakdown of what each package will include during each phase of the project:

PLANNING & DESIGN

STANDARD SITE PACKAGE - 2 week estimated completion time

- Full audit of existing site to identify carry-over content and create a content creation task list
- Creation of new sitemap, content outline and menu structure
- Choice of custom color palette and fonts based on your branding
- Choice of six different custom layouts for your homepage and inner pages

FULL SITE PACKAGE - 4 weeks estimated completion time

- *Includes everything above*
- Custom wireframes to plan layout and content organization created collaboratively with your team before creating visual designs
- 3 custom visual design concepts created for you to choose from for your site design
- Visual mockups created of your homepage, main landing pages, default pages and posts, as well as tablet and mobile versions for each
- Unlimited revisions. Our design guarantee is that we will revise our design until you are completely satisfied

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SCOPE (CONTINUED)

DEVELOPMENT

STANDARD SITE PACKAGE - 1 week estimated completion time

- Live staging site that your team can view and interact with during build process
- Inputting and formatting of all written content and media
- Search Engine Optimization consultation for all written content creation
- Building of up to 20 pages or news posts and 3 custom forms
(Unlimited additional pages, posts and forms can be created by your staff through the website dashboard or by OlyWeb through a change order request)

FULL SITE PACKAGE - 4 weeks estimated completion time

- *Includes everything above*
- Incremental updates with your team showing progress on the development of the site and incorporating their ongoing feedback and revisions
- Building of up to 50 pages or news posts and 6 custom forms
- Optimization of all media uploads for fastest loading times

TESTING & LAUNCH

STANDARD SITE PACKAGE - 1 week estimated completion time

- Collaborative review of the site and main pages incorporating feedback from your team in a task list to be completed before launch
- URL redirects created for all content on original site ensuring old links redirect to new content
- Setup of Sucuri Security monitoring software for prevention of malware and brute-force attacks
- Setup of Google Analytics and Search Console for your site to measure site traffic and interaction and ensure there are no search engine crawling errors
- Search Engine Optimization recommendations provided by YOASt for every page and post
- Testing on all major browsers, operating systems and mobile devices

FULL SITE PACKAGE - 2 week estimated completion time

- *Includes everything above*
- Setup of Sendinblue transactional email service to ensure email delivery
- Setup of automatic image optimization for all uploads to your site
- Page performance scoring provided by Google's Page Insights tool guaranteeing a mobile score of 75% or above and desktop score of 90% or above

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SCOPE (CONTINUED)

MAINTENANCE & HOSTING

STANDARD SITE PACKAGE

- Ongoing support provided through our hosting service (see Hosting Features and Hosting Packages page)
- 3 months of free support after launch for any errors related to our code or completion of any features or content that was included in the original proposal
- 1 hour of screenshare training on the basics of creating, editing, and removing content as well as basic site management
- 24 hour security monitoring for error and downtime detection

FULL SITE PACKAGE

- *Includes everything above*
- Page performance scoring provided by Google's Page Insights tool guaranteeing a mobile score of 75% or above and desktop score of 90% or above
- Additional 2 hours of screenshare training that can be tailored to any topic you need

OPTIONAL ADD-ONS

Additional Logo Asset Creation

- Re-rendering of your existing logo to a high resolution matching the style and color
- 5 alternate logo assets of your choice created for use in site design, including scalable watermarks, icons, and illustrations
- Creation of PDF, SVG and PNG versions of your assets for usage in web and printed materials

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SCOPE (CONTINUED)

SITE FEATURES

Robust, professional blogging tools from the WordPress framework including post categorization, tagging, multiple authors, and automatic archiving and expiration.

Layout options for standard posts and pages including full width, standard sidebar, sidebar with customizable widgets, and banner image

Responsive design compatible with any device, operating system, and screen size

Notification bar and pop up functionality allowing for custom messaging, buttons, and images. Popups can be configured for timing and placement.

Modern photo gallery/slider with responsive photo and video display as well as slideshow and flip-through functionality

Customizable user roles for administrators and staff allowing content editing and page access restrictions depending on user type

Built in integration with Google Services such as Google Calendar, Google Maps, and Google Translate as well as built in site-wide search capability

Integration with Google Analytics and YOAST Search Engine Optimization extension

Integration with third party platforms like MailChimp and Sendinblue for automated email alerts sent to your subscriber lists about new content on your site

Integration with social media platforms: Twitter, Facebook, YouTube, Flickr, and Instagram in the form of live feeds and like and share buttons

HOSTING FEATURES

Inclusion of SSL security certificate for your domain allowing data sent or received from the site to be encrypted. This allows for secure transactions like accepting credit cards and is also required for positive site rankings with Google as of Jan 2017

Daily backups of all site files and databases going back 30 days with instant site restore functionality

Optimized Content Delivery Network (CDN) access and advanced caching functionality to increase speed and deliverability internationally

24/7 premium security monitoring with built in enumeration mitigation (repeated login attempts), alerts for insecure code or extension security issues, and robust server side firewall

Managed plugin and WordPress core updates keep your site secure and up to date

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PRICING OPTIONS

STANDARD SITE PACKAGE

1.	Planning: Site Audit, Sitemaps, and Content Organization.....	\$811.67
2.	Graphic Design Consultation.....	\$266.67
3.	Development.....	\$1,116.67
4.	Content Formatting & Population.....	\$443.75
5.	Testing & Revisions.....	\$688.75
Website Total:		\$3,327.50

FULL SITE PACKAGE

1.	Planning: Site Audit, Sitemaps, and Content Organization.....	\$925.00
2.	Graphic Design: Wireframes, Visual Designs & Mockups.....	\$1,560.00
3.	Development.....	\$2,650.00
4.	Content Formatting & Population.....	\$797.92
5.	Testing & Revisions.....	\$1,249.58
Website Total:		\$7,182.50

OPTIONAL ADD-ON

1.	Additional Logo Asset Creation.....	\$511.00
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HOSTING PACKAGES

ALL OF OUR HOSTING PLANS INCLUDE:

- Automatic WordPress updates
- Nightly backups & instant site restore
- Unlimited free SSL certification for sites and subdomains
- 24 hour security monitoring
- Multiple powerful firewalls to protect against external threats
- Speed optimization including site caching, speed reports and CDN readiness
- 30% discount on our custom development rate

STANDARD HOSTING \$29/MO

- Direct email support
- Plugin updates & monitoring
- Includes 5gb of storage
- Up to 50k visitors per month

PRO HOSTING + SERVICE \$49/MO

- 2 service requests per month²
- Priority phone support
- Plugin updates & monitoring
- Includes 5gb of storage
- Up to 100k visitors per month

PREMIUM HOSTING + SERVICE \$59/MO

- 4 service requests per month²
- Priority phone support
- Plugin updates, monitoring & management
- 3 year guaranteed plugin compatibility³
- 3 year guaranteed theme compatibility³
- Includes 10gb of storage
- Up to 200k visitors per month

PAY ANNUALLY FOR ANY PLAN AND GET 1 MONTH FREE

¹ We provide additional webmastering services at a discounted rate of \$70/hour to clients who host their sites with us.

² Service requests can include any small update to your website equivalent to 15 minutes of work. This can include fixing small errors, general website maintenance, content updates, changing icons, or installing a new plugin. Service requests do not include major layout changes, significant new features that require custom coding, graphic design services, or help with issues not directly related to the website.

³ Three year period of theme and plugin compatibility only applies to sites built by OlyWeb. Three year period begins on the day the site is launched. Guaranteed compatibility only applies to accounts that have maintained the Premium Hosting package for the entirety of their time hosting with us.

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OLYMPUS WEB GUARANTEES



Design Guarantee: You may cancel the project at any time for any reason before we reach the visual design stage for a Full Site Package or the development stage for the Standard Site Package. In the event of a cancelled contract, we will refund¹ your down payment less any payments already paid to any third party vendors.



Hacker Guarantee: We guarantee all of our hosted sites to be free from security loopholes and hacker vulnerabilities². If your site gets hacked, we will restore it immediately at no cost to you.



Code Validation Guarantee: We guarantee that all of our code will validate³ with current HTML and CSS standards. We will not deliver a completed website that does not meet these standards.



Browser Guarantee: We guarantee that your website will display and operate as designed in all modern browsers, i.e. Firefox, Chrome, Edge, Safari, and Opera. As well as mobile and tablet versions of these browsers.



Hosting Guarantee: We guarantee you the fastest WordPress CMS performance on the web. Our hosting partner provides us with multi-server clusters, lightning-fast hardware, in-RAM caching, and a Content Delivery Network (CDN) to ensure that your site loads to your viewers as fast as possible.



Instant Restore Guarantee: In the event of a site malfunction, we can instantly restore your entire website from a snapshot up to 30 days in the past. We create snapshots every 24 hours. No hassle: all restores are virtually instantaneous



No Downtime Guarantee: Our goal for your website is 100% uptime. If you ever experience downtime, we will credit you back your monthly hosting fee at the rate of 10% per hour of downtime.



Ownership Guarantee: You'll never be locked-in to hosting your website with us. If you decide to take your site to another host, we will provide you with the code for your entire site at your request, free of charge.

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¹minus 25% to cover administrative costs.

²this guarantee covers restoration of site only. We are not liable for loss of intellectual property or compromised personal information.

³this does not include third party plug-ins.

TERMS

Additional Costs. Monthly hosting is additional, please review hosting packages. This proposal covers only the number of pages and forms listed in the pricing table. Additional pages and forms may be created by the client for no charge, or they may be created by Olympus for a fee.

Project Durations. The durations listed for the stages of a website build are estimates only. We give our best estimate of time durations based on the information at hand when we generate each proposal. Actual durations often vary substantially due to changing client needs and client response time. Projects can be fast tracked if necessary.

Payment of Fees: We require a 50% deposit to begin the project and full payment before we launch the site.

Late Payment: Interest will be added to overdue account balances at the rate of 1.5% per month (18% per year). Should action be required to enforce payment of any past due account, you agree to pay all costs, attorneys' fees and collection agency charges, which may be incurred or expended.

Additions to the scope: We make all attempts to be as inclusive and clear as possible when defining our scope. If during the course of this project, you request additional work beyond the scope detailed in our description of work, we will create a change order detailing the cost and submit it for your approval.

Collateral Content: If providing your own images, text, or other miscellaneous content, please provide them in a timely manner. This will help prevent production delays. If there are delays in obtaining collateral from you that causes the project to exceed the estimated project duration we reserve the right to place your project on hold if we need to complete other scheduled projects.

Client Delays: If your project becomes idle for more than 4 weeks due to lack of response, your project will be removed from active development and placed on hold. To remove a project from hold, we will assess a 10% continuation fee.

Hosting: We have partnered with one of the finest managed hosting providers in the business in order to pass on to you group rates and benefits that are unavailable to individuals. All of our support depends on our hosting solution. If you are interested in moving to another host, we can accommodate that request by providing your files. However, moving a site will effectively end any and all of our support responsibilities.

Assignment of Tasks: We reserve the right to assign subcontractors to any portion of this project should we choose to do so to ensure the right fit for each task, as well as on-time completion of the entire project. Sub-contractor's total portion shall not exceed 25% of the project value without client notification.

We're Proud of Your Site: We reserve the right to use screen shots of your website in our ongoing portfolio and/or in other marketing material we may choose to produce now or any time in the future to promote our web service products.

We're Here To Help: In order to provide you with the best possible service, it is important that we maintain an administrator level login to your CMS. Our administrator login name is olywebdev and wpengine. We require that you do not delete these user accounts.

Plugin Compatibility: Standard and Pro hosting packages have a one year, or one core WordPress upgrade (whichever comes last) of guaranteed plugin compatibility. Premium hosting packages have 3 years of theme compatibility regardless of core updates as long as you continue the Premium hosting plan uninterrupted. Any plugin needing repair after those allotted times or core updates must be paid for at our current hourly rate.

Theme Compatibility: Standard and Pro hosting packages have a one year, or one core upgrade (whichever comes last) of theme compatibility. Premium hosting packages have 3 years of theme compatibility regardless of core updates as long as you continue the Premium hosting plan uninterrupted. Degradations in function needing repair occurring after this time must be paid for at our current hourly rate.

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1. Hold Harmless. In no event will we be liable for any damages, including any lost profits, lost savings or other incidental, consequential or special damages arising from the use of the websites and services we provide. Further, we do not warrant that the functions contained in the website we provide will meet your requirements indefinitely, and we assert that our responsibility under this contract ends when the completion agreement has been obtained. By accepting this proposal, you agree to indemnify and hold harmless Olympus Press Inc., its owners, employees and agents, from any damages claimed as a result of the services we have provided.

2. Illegal Content. For our hosted accounts, we prohibit any site content that is illegal. If we, through the course of this project or our management operations, encounter illegal material, links or services within your domain or content, it will be grounds for the termination of the project or of your hosting account with Olympus Press. If we terminate your hosting account, we will notify you, and we will provide you with your source code and content. We reserve the right to traverse your hosted server folders, including folders that may not be available to the public, for the purpose of maintenance and management.

3. Guarantees. Awards for the failure to provide any of the specifics of the guarantees listed in this proposal shall be limited to the award listed with the guarantee and shall never exceed the amount of any payments made toward the project. Under no circumstances shall any unachieved guarantee provide grounds for additional damages not specifically stated in this proposal, and under no circumstances does any unachieved guarantee present grounds that relinquish you from your obligation to pay your invoices due to Olympus Press Inc.

4. Copyrights and Trademarks. The client represents that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to us for inclusion into this proposed project will be owned by the client, or that the client has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend Olympus Press Inc., its owners, employees and agents, from any claim arising from the use of such elements furnished by the client.

5. Laws affecting electronic media and commerce. From time to time, governments enact laws and levy taxes and tariffs affecting internet electronic media and commerce. The client agrees that it is the client's sole responsibility to know and comply with such laws, taxes and tariffs and that the client will hold harmless, protect and defend Olympus Press Inc., its owners, employees and agents, from any claim, suit, penalty, tax, or tariff arising from the client's use of the web assets provided.

ACCEPTANCE OF PROPOSAL

Please inspect the above scope, description of work and terms for your project, select any project options and hosting plan, and indicate your acceptance with your signature below. We trust this proposal satisfies your needs, but should anything need clarification or adjustment, please don't hesitate to let us know. **50% deposit is required to begin the project and full payment before we launch the site.**

Select Site Package: Template Site Package Full Design Package

Select Custom Add Ons: Additional Logo Asset Creation

Select a Hosting Plan: Standard Pro Premium

I'd like to pay annually and get one month free

On behalf of the client (authorized signature):



Date: 10/13/2021

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