Proposal B

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Lorrie Orton Heath

Orton Heath Law Firm, PLLC

Wednesday, June 3, 2015

Prepared by Naomi A.

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Optimum – Custom Website Package Proposal B

CMS Expandable Package Proposal B	
Client:	**Lorrie Orton Heath**
Phone:	6128025606
Email:	lortonheath@ortonheathlaw.com

Project Start Date: Upon Acceptance
Original Website Package Quoted for (Optimum Custom Website Package 0-10 Pages)
Regularly $1,997.00

Our **Pre-Optimized Super Search Engine Friendly Expandable (CMS)** *Optimum* **0-10 Page Custom Website Package** (Upgradeable eCommerce Option) with a package price of **$1,997.00** *(price does not reflect discounts or extras – see next page for final pricing)* is a comprehensive design package (see pricing details here) that will allow you to update your content, add new pages and add new items to your store without needing to pay for professional help after the initial site is launched. This is a new package that is not just a website, but a marketing tool packed with a vast amount of optional features -- See on page two the optional features that can be added to this package.

This Customized Website Package includes all of the following:

Features	Included	Additional Costs For Extras	Cost
Web Pages	Up to 10 Pages	$67/each additional page	Included
Web Hosting Space/Storage & Bandwidth	--------	--------	Varies: Click Here
Build/Revision Period *Build/Revision period included starts at point of receiving first revision/build request*	2 WEEKS	$67/each additional hour thereafter	Included
Navigation Buttons/Links	10	$9/each additional	Included
Structural Changes/Layouts	Up to 1	$67/each additional hour thereafter	Included
Popup Pictures	10	$5/each additional	Included
Site Map Page	Up to 10 Links	$9/each additional	Included
Dedicated Design Manager & Sales Rep	Yes	--------	Included
Contact Form	1	$15/each additional	Included
Real 24/7 Customer Support	Yes	--------	Included
Search Engine Friendly	Yes	--------	Included
Google Analytics Setup & Integration	Yes	--------	Included
Custom Favicon	Yes	--------	Included
Social Media Share Image Customization	Yes	--------	Included
Action Header	Yes	--------	Included
Social Media Linking	Yes	--------	Included
Color Customization	Yes	--------	Included
Content Management System (CMS)	Yes	--------	Included

Subtotal	$1,997.00

Initials _____

Extra Features

The following Items can be added to the site as extras upon your request:

Extras not factored into total number in above page.

Features	Cost	Quantity	Total
Additional Web Pages	$67/Each	4	$268.00
Additional Revisions *(this cost will be extra if revisions are needed after site has been delivered)*	$67/Hour	0	$0.00
Additional Navigation Buttons/Links/Digital Downloads	$9/Each	0	$0.00
Dynamic Development	$67/Hour	0	$0.00
Additional Contact Forms	$15/Each	0	$0.00
Member Login Setup & Integration	$97	0	$0.00
Domain Purchase & Connect (Includes DNS Record setup & Integration)	$44.99/Each	0	$0.00
Hosting *(hosting plans change frequently – inquire about most up to date pricing)*	Varies see HERE	0	$0.00
Social Media Feeds	Facebook, Instagram, Twitter, Pinterest, YouTube, etc…	$27/each	1	$27.00
Video Integration (Includes TV Image and Player code)	$17/Video & Player	0	$0.00
Custom Logo Design *(Includes 3 Revisions)*	$180	1	$180.00
Content Research and Implementation	$79/Hour	0	$0.00
Coming Soon Landing Page	$99/Page	0	$0.00
Graphic Design	$67/hour	5	$335.00
eCommerce Store w/ Shopping Cart *(SSL Certificate provided with PayPal Integration)*	$397.00	0	$0.00
Store Items Entered to Store *(photo's, descriptions, pricing, sizing, connect to store, set up SEO)*	$9/item	0	$0.00
Content Management System Setup & Integration *(Can be used for Blog, News, Press, Events, etc.)* Requires 2 Pages for the build.	$67/hour	8	$536.00
Shopping Cart Maintenance/Revisions *(if needed after initial setup and delivery of store)*	$67/hour	0	$0.00
eCommerce Updates *(if needed after initial setup and delivery of store)*	$67/hour	0	$0.00
PayPal Setup and Customization	$197	0	$0.00
SEO Friendly Custom Google+ Business Page with verified domain, email, phone and location	$197	1	$197.00
Custom LinkedIn Business Page with true Verification	$167	1	$167.00
Social Media Set-up & Customization (Facebook, Twitter, Instagram, Pinterest)	$67/each	0	$0.00
Custom Forms (1-10 Fields) / monthly fee of $9.99	$57/form	1	$57.00
Custom Forms with Payment Integration & Auto Responder (11-30 Fields) / monthly fee of $9.99	$97/form $1/field	0	$0.00
Custom Forms (Mobile Version)	$20/form	0	$0.00
Pop-Up Window *(window includes off site server space, new page costs, code creating & embedding)*	$37/Each	0	$0.00
Custom Email Setup	$25/account	0	$0.00
Email Subscription	Discounts do not apply	$8/month	0	$0.00
Live Chat Setup & Integration w/ 1 Free Agent	$197	0	$0.00
Live Chat Agent	Discounts do not apply	Varies: Click Here	0	$0.00
SEO KickStart Package infused with Digital Marketing and Google Sitemap verification	$850	1	$850.00
Calendar Booking System setup & integration / monthly fee of $36.90	$167	0	$0.00
Full Brand Guide *(Great for building guidelines for your brand, includes logo design)*	$797	0	$0.00
Custom eBay, Amazon, Store w/ Shopping Cart	$499.99/each	0	$0.00
Email Manager & Subscriber Setup	News Letter Signup and Management System	$97	1	$97.00
Email Manager & Subscriber Subscription *(FREE light version supplied with Setup)*	Varies: Click Here	0	$0.00
Event Calendar Setup & Integration	$97	0	$0.00
Total for Extras	--------	--------	**$2,714.00**

Total for Website	$1,997.00
Total for Extras	$2,714.00
Mobile Site Upgrade 25% of Total Project Cost	$1,177.75

Total for Complete Project	$5,888.75
Expedited Fee (10% For Every Day removed from the 2 week deadline, up to 10 days)	$0.00
AppMe™ Solutions Statement Discount (A Statement will be placed at the bottom of the site below the footer indicating that the site has been designed & developed by AppMe Solutions.	-$500
Promo Discount Code: WIXPRO-JUNE-MID	20% OFF	-$1,077.75
Grand Total	**$4,311.00**

Promo Discount Expires Midnight (CST) June 7, 2015*

Initials _____

Payment Options

Total Project Cost $4,311.00

Your Savings $1,577.75

Payment Option One – (Purchase Site Outright):

*(Hosting **NOT** included with this option - please see page three (3) of this proposal for costs)*

- 50% Due Upon Commencement ($2,155.50)
- 50% Due 16 days from start of project or 45 days from first payment whichever is sooner ($2,155.50)

Payment Option Two (ThreeEasyPay™):

*(Three equal payments over 60 days – Hosting **INCLUDED** in this option for 3 months)*

- First Payment Due Upon Commencement ($1,437.00)
- Second Payment Due 30 Days from First Payment ($1,437.00)
- Third Payment Due 30 Days from Second Payment ($1,437.00)
  *(a convenience fee of $29.95 **will be** added to each invoice)*

Payment Option Three (Own Site After 1 Year):

*(Hosting **INCLUDED** in this option for 12 months)*

- $359.25 Due Upon Commencement
- 11 Payments of $359.25 due every 30 days thereafter
  *(a convenience fee of $39.95 **will be** added to each invoice)*

Select a Payment Option:

I, the client, Lorrie Orton Heath, have read and agree to the terms in this Proposal B, as well as to the complete terms in the Web Design Terms & Conditions, viewable at: http://www.appmesolutions.com/terms

To "accept" this proposal, please sign, date and submit this document and it will be considered acceptance of the terms and project scope outlined herein. Upon acceptance, our sales team will generate a deposit invoice for the above mentioned amount and your design team can finish your project.

Lorrie Orton Heath, Orton Heath Law Firm, PLLC   Date

Addition to Terms:

Website Content. Web content is the textual, visual or aural content that is encountered as part of the user experience on websites. It may include, among other things: text, images, sounds, videos and animations. The Client is expected to supply AppMe™ Solutions with complete text and graphics, this includes (but not limited to) text, copy, forms, legal disclaimers, privacy policies, terms and conditions, images, graphics "the content" in an easy electronic format for this Web Design Project as soon as possible for AppMe™ Solutions in order to finish the website on time... For more information related to Website Content, please see our Terms and Conditions Policy http://www.appmesolutions.com/terms

Please Note: In order to grant administrative access for the site on payment options 2 or 3, your credit card on the Wix account will need to replace ours. This will mean your card will then pick up the hosting costs monthly, and the reimbursement of those hosting fees agreed to be paid by AppMe Solutions will come upon receipt of final payment.

Additional Payment Terms:

Advanced payment for all optional services outside of the original agreed proposal, and 100% for Web Hosting & SEO services unless incorporated into the original proposal. If payment 'Option 1' is selected as the payment terms, final balance if any will become due within two business days following the allotted build/revision period (found on page two of this proposal) and before transfer of site, and before going "live" -- Or 45 days from the date of first payment, whichever is sooner.

Additionally, if requested task has been completed and/or setup, only after to request its removal -- can be done so, but the charge for the completion of the task will remain and cannot be refunded.

A Web Design by AppMe™ Solutions statement with a link to appmesolutions.com will appear on all pages in the footer of all websites designed or powered by AppMe™ Solutions. A $500.00 US surcharge would be payable if the link is asked to be removed. Removing the link without prior approval of AppMe™ Solutions would be breach of this contract.