



<b>General Information</b>	Fee	Totals
1. What is the purpose of this website project?		
a. Refresh of the design and/or content of an existing site that works fine and needs no additional functionality	+0	
b. Redesign of the design, technical platform and content for an existing site	+550	
c. New website for a new business	+1000	
d. Need a basic site for a hobby or itty-bitty business	+350	
2. How many decision makers will be directly involved in the decision making, design, development and/or approval process?		
a. One person	+0	
b. Two to three very involved	+1500	
c. We have a committee with approval power	+3000	
d. We are a large organization with multiple departments that weigh in on the strategy and approvals. <i>Custom Quote</i>		
<b>Design Requirements</b>	Fee	Totals
3. What style of collaborator will you be on this project?		
a. Distant - I know I'm slow to respond with deliverables and approvals.	+500	

b. Cool - I will collaborate with you and trust your judgment.	+0	
c. Reasonable - I want the site to be attractive and effective, but you know best.	+250	
d. Very Involved - I have a specific idea about the end product and I'll know it when I see it.	+1000	
e. Exacting - I have champagne taste. I want the site exactly how I want it.	+2500	
4. Logo and Branding		
a. We'll provide the logo and branding (color palette, fonts, typography) for the site.	+ 0	
b. We need a refresh of our logo and/or branding for the site.	+1000	
c. We need a logo and branding package developed.	+2000	
5. Website Photography		
a. We'll provide all images (skip to question 7)	+ 0	
b. We need you to find images for the site (go to question 6)		
6. Photography Needed (Good Stock Images or Graphics)		
a. Epic Hero Image	+300	
b. Additional Images on the site	+250	
c. Recommendation for Photographer for Headshots	+ 0	
d. Recommendation for photographer for Custom hero image	+ 0	
7. Mobile Site Requirements		

a. Mobile display based upon the order of information on the desktop	+ 0	
b. Programming required to change the order or presentation on mobile	+750	
<b>Website Content and Page Design</b>	Fee	Totals
8. Number of Pages (excluding products, events, blog posts)		
a. Less than 8 pages	+ 0	
b. 10 – 15 pages	+1500	
c. More than 16 designed pages - <i>Requires a Custom Quote</i>		
9. Home Page Design Requirements		
a. Our home page design is simple and straight-forward.	+0	
b. We'll need home page copy that does not require much strategy.	+350	
c. We need a brand story strategy to design our home page with compelling copy that will work to attract and convert our target clients.	+1500	
10. Additional Website Copy		
a. We'll provide designer-finished copy for each page.	+0	

b. We want you to use the existing copy from our current website, with minor edits.	+ 0	
11. Copywriting Needed		
a. About the company copy	+250	
b. Services 1 copy	+250	
c. Services 2 copy	+250	
d. Services 3 copy	+250	
e. Owner's bio copy	+350	
f. Copywriting for additional interior pages (cost per page)	+250	
g. Blog posts written by copywriter: (cost per post)	+250	
h. Opt-In offer (up to 3 pages)	+500	
12. We'll need the following features on our website		
a. Blog	+0	
b. Contact form	+0	
c. Additional Forms (per form, with less than 8 fields each)	+100	
d. Events calendar - without ticketing	+350	
e. Event calendar – with ticket sales	+550	
f. Photo gallery or portfolio - includes 5 items with training for you to add others	+500	
g. Opt-in form with integration to Email Service Provider	+350	

h. Simple Donation Functionality with PayPal or Stripe	+350	
i. Real Estate site with IDX and less than five properties added	+1500	
<b>Ecommerce</b>	Fee	Totals
13. We Need an Online Store		
a. Yes, we'll be selling products on our site.	+500	
14. Number of products agency must enter		
a. Five products or less	+500	
b. Six to 20 products	+1000	
<i>c. More than 20 products Requires Custom Quote</i>		
15. Our Store Will Require a Basic Ecommerce Process		
a. Yes, category - product - cart – checkout – easy or flat rate shipping	+200	
<i>b. No, we have some unique requirements - Requires Custom Quote</i>		
16. We Need Search Engine Optimization for our Keyword Phrases		
a. No, maybe later	+0	
b. Optimize pages or posts for 5 keyword phrases	+500	
c. Optimize pages or posts for 10 keyword phrases	+1000	

<b>Technical Items</b>	Fee	Totals
17. Training to Add and Edit Content on Our Website	+0	
18. Current Hosting and Recommendations	-	
19. What About Email. Is it Fine Where it is?	-	
20. Ongoing Website Maintenance Services	-	
<b>Total Estimated Project Cost</b>	Calculated	
	Final	