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TRANSFORM INTERNATIONAL, LLC

ELENA RAHRIG, FOUNDING CEO

Project Proposal February 2020
All proposals are honored for 30 days.

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Website Project Proposal

EXECUTIVE SUMMARY

Helping you to stand out online, promote your brand, and show off your expertise & authority.

“The biggest mistakes I see entrepreneurs make when it comes to getting a website built is using a pop-up website platform, not building a website their company can grow with, cutting corners to save money, and hiring someone to build their website who traps them into not knowing how to operate it. Too many entrepreneurs come to me to build a website because their pop-up site doesn't have the capabilities they need or they are upset over lack of access to their own storefront. When this happens, we must completely start from scratch, wasting all the time, money, and effort that went into building their first website. Let's not have this happen to you!”

PROCESS:

- Phone Consultation to understand your vision and needs.
- We brainstorm with you to guide you into new ideas your website needs and direct you in creating more content, so you have a content rich, customer serving website.
- Fill out form and complete a checklist so your site can be built quickly with little to no confusion. [CLICK HERE](#) to see form and checklist.
- Our team maps out, on paper, the layout and content of each page of your website.
- We guide you in setting up your email funnel, and we connect it to your website; along with connecting your social media channels. (We specialize in using Mailchimp.) (NOTE: We do not create the emails, but we do set it up for people to opt in from your website. You can [CLICK HERE](#) to hire us to create your emails.)
- We assist you in deciding your overall branding, to include solidifying your color branding numbers and font pairing.
- We assist you in updating all copy, to include your long and short bio.
- We teach you about plugin options that allow your site to function in ways most don't even know about. NOTE: Some of these plugins do cost additional fees; some yearly, some one-time payment.

- We create custom graphics, so your site does not look like any other site on the web. [CLICK HERE](#) to see an example of custom graphics.
- When the process is over, we create you a video tutorial teaching you all the internal functions of your website so you know how to make updates, if you want to; instead of paying us for every small change. We stand firm in knowing the importance of you having complete control of your storefront – your website. We will never lock you out; nor will we leave you not knowing how to function it. However, if you want us to make any updates for you, [CLICK HERE](#) to see details.

WEBSITE FOUNDATION INCLUDES:

- **First 5 pages of your choice, with a four scroll max. Meaning, each time I can view a section of a page on my laptop, that is one scroll. This keeps people from building pages that are a mile long.**
 - **Page Examples:**
 - **Home**
 - **Reviews**
 - **About**
 - **Gallery**
 - **Virtual Gift Basket**
 - **Contact Page**
 - **Terms & Conditions**
 - **Policy Page**
 - **Refund Policy**

Investment: \$2,495

ADDITIONAL PAGES

- Range from \$50 to \$200 per page
 - Cost is based upon size of page.
 - Cost is determined by page scroll (screenshot of computer screen). Charge is \$50 per scroll.
 - Blog Articles are considered a website page, and are priced accordingly.
- Products
 - Each product set up is \$50.

HOSTING, THEME, & SSL

A web hosting service is a type of Internet hosting service that allows you to make your website accessible via the World Wide Web. With this service, you also receive your SSL; which

is, Transport Layer Security, and its now-deprecated predecessor, Secure Sockets Layer, are cryptographic protocols designed to provide communications security over a computer network. Several versions of the protocols find widespread use in applications such as web browsing, email, instant messaging, and voice over IP. Although this is much-needed security and has recently become mandatory, it is still highly recommended that you also purchase a Firewall. A firewall is a must-have if you have public users on your site; for example, a membership site, or any site where your users input their information. Without a firewall, your user's information can be hacked. (Learn more about firewall below.)

Lastly, there is your theme. Your theme is the face of your online storefront. We use a custom theme (not a cheap plug-in-play, that looks like everyone else's pop up website). Our website is an example of the graphics we can do and create with our theme. Moreover, it is easy to use, and we take the time to teach you how to use it!

Investment: \$250 per year

RECOMMENDED

- **SEO**
- **Firewall**
- **Monthly Maintenance**
- **Domain**

SEO

Do you want to be relevant on the web? Without SEO, we hate to say it, but a website is irrelevant; meaning, people can't find you!

In layman terms, SEO optimizes your WordPress website for search engines and social media networks. It also allows us to set up each page with a customized professional look when sharing it on social media platforms.

Before we can do the work, you must purchase the tools that allow us to do the work.

This tool also allows us to control your social media post appearance when sharing a page of your website.

Set Up Fee: \$20

SEO Tool: \$50 per year

SEO Individual Page Set Up: \$15 per page

FIREWALL

A WAF or Web Application Firewall helps protect web applications by filtering and moni-

toring HTTP traffic between a web application and the Internet. It typically protects web applications from attacks such as cross-site forgery, cross-site-scripting (XSS), file inclusion, and SQL injection, among others. A WAF is a protocol layer 7 defense (in the OSI model), and is not designed to defend against all types of attacks. This method of attack mitigation is usually part of a suite of tools which together create a holistic defense against a range of attack vectors.

By deploying a WAF in front of a web application, a shield is placed between the web application and the Internet. While a proxy server protects a client machine's identity by using an intermediary, a WAF is a type of reverse-proxy, protecting the server from exposure by having clients pass through the WAF before reaching the server.

A WAF operates through a set of rules often called policies. These policies aim to protect against vulnerabilities in the application by filtering out malicious traffic. The value of a WAF comes in part from the speed and ease with which policy modification can be implemented, allowing for faster response to varying attack vectors; during a DDoS attack, rate limiting can be quickly implemented by modifying WAF policies.

\$25: one month

\$70: 3 months

\$135: 6 months

\$265 12 months

Plus \$10 set up fee

MONTHLY MAINTENANCE

We know it would be nice if we could all build a website and walk away from it, but that is not reality. Each month critical issues need dealt with, and updates need completed. If your website is neglected, much can go wrong; when things go wrong, expenses rise quickly. Moreover, a website that is not maintained can ruin your reputation and your business. Think about it, even a brick and mortar business needs updates completed.

What needs done on a monthly basis?

1. Updates
 1. WordPress core
 2. Plugins
 3. Themes
 4. Site Health Check
2. Backups
 1. Automatic backups
 2. Manual backups

3. Both are used to restore the website when needed
3. Security
 1. Monitor threats and attacks
 2. Security fixes
 3. Restore backups when needed
4. Analytics
 1. Analyze traffic
 2. Analyze site performance

\$55 per month

DOMAIN

It is important to purchase your domain through us. If you purchase it on your own, we must take extra time to unlock your domain and transfer it. When we purchase it, it is a click of a button to connect; which saves much time and frustrations.

One Year Registration: \$25

Two Year Registration: \$44

Three Year Registration: \$65

Unlock & Transfer Fee (if you purchase domain elsewhere): \$50

What platform do we use?

Only the best! We build Wordpress websites, with GoDaddy as our host.

Can we build membership websites?

Absolutely! In fact, we recommend it! However, there is an additional investment to add a membership portal.

Can we build websites that bring in residual income; like subscriptions?

Absolutely! In fact, we recommend it! However, there is an additional investment to add a subscription portal.

I am excited about the possibilities our future holds with collaborating. Please let me know when you are available to chat so I can properly answer any questions you may have, along with any concerns which may arise.

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