

RENFRO PRODUCTIONS & MANAGEMENT

# Website Estimate

SEPTEMBER 2025  
NEWASH 47762

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**Thank you for considering Asher for the opportunity to partner with you on your website project!**

If you have any questions about this estimate, please reach out and we'll be happy to discuss further.



# Why Asher?

*Here's what makes us different from other potential partners:*

## WE BUILD THE CAR, THEN GIVE YOU THE KEYS

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**You should always have control over your own website.** Our role is to help make your website a reality and give you the tools you need to manage it going forward. That includes features like a simple admin interface, and no knowledge of coding required to implement content updates. Your website should make your team feel empowered, not restricted.

## WE SPEAK BOTH DESIGN AND CODE

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**Asher brings deep in-house expertise in both design and development.** Our team communicates effectively across channels, and our rigorous QA process ensures every site meets technical standards for performance and compliance—with clean code under the hood—while bringing to life a beautiful, creative design that best meets your needs.

## WE SWEAT THE SMALL STUFF

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**We build for today's web—and tomorrow's.** It's more complicated than ever to build a website that not only looks good but also complies with rapidly shifting technical benchmarks: loading speed, accessibility for users with disabilities, responsive behavior for mobile, site security, SEO, and more. We've spent years gearing our code frameworks to surmount these challenges, because they're not afterthoughts – they're key considerations that will cause problems down the line if not properly addressed up front.

## WE SUPPORT FOR THE LONG HAUL

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**We don't build a website and walk away.** Asher provides high-performance hosting and maintenance at a very affordable cost, centralizing all your web-related services with a single point of contact (and a single annual bill). If you have a website question, our team is ready to assist.

## MEET THE WEB TEAM

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Our website development team consists of specialists who focus solely on content creation, UI/UX design, and code development – ensuring that your site will be a worthy extension of your brand, discoverable by the relevant audiences, and easy to manage and navigate.



**Brandon Peat**  
Director of Web



**Jeanie Creekmur**  
Project Manager



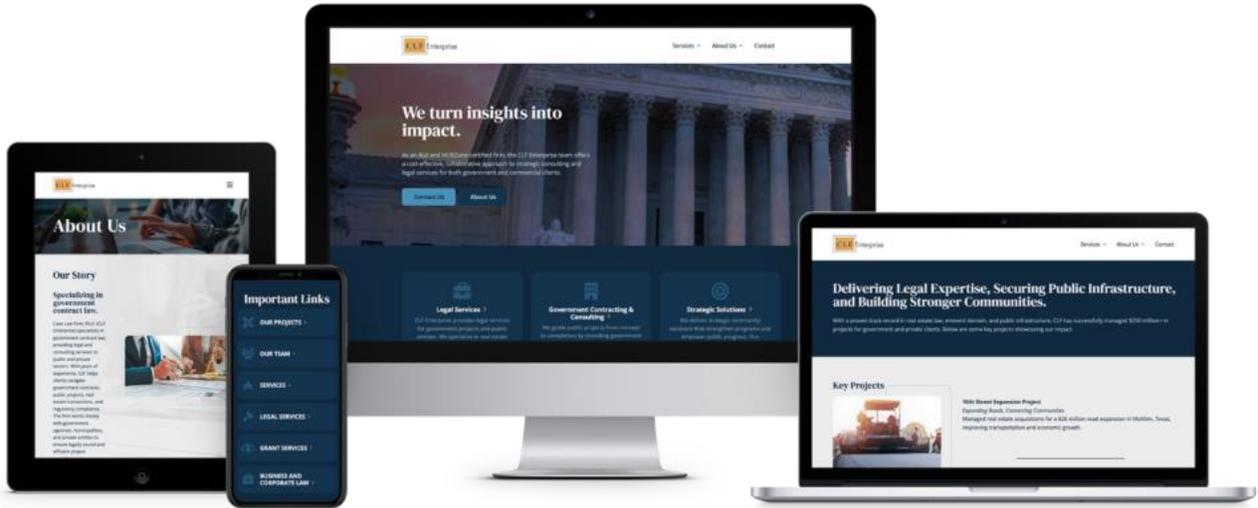
**Ben Reynolds**  
Senior Developer



**Vaughn Gallagher**  
UI/UX Designer

## Case Studies

The following pages highlight a selection of successful website projects our team has launched—and continues to host and maintain—that reflect a similar scope and functionality to your own.

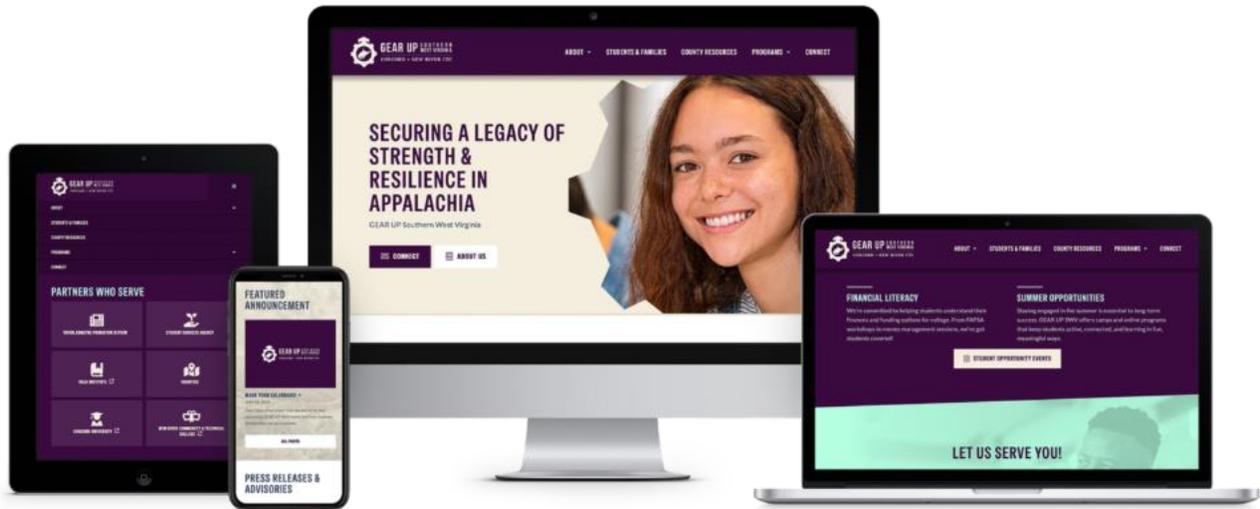


## CLF ENTERPRISE

CLF Enterprise, an 8(a) and HUBZone-certified firm in southern Texas, turned to Asher when their outdated website became difficult to update and no longer reflected the breadth of their services. They needed a modern design, an easier way to manage content, and a site that told a clearer story of who they are and what they do.

Through a Content Workshop and a full website redesign, Asher delivered a user-friendly CMS, improved navigation, and a refreshed design that better represents CLF's brand. The results speak for themselves: site performance improved by 61%, website users increased by 158%, and the CLF team gained a modern, engaging platform that makes updates simple and efficient.

- [View CLF Enterprise's Website](#)
- **CMS:** WordPress
- **Asher's role:** design, development, and ongoing hosting and maintenance



## GEAR UP SOUTHERN WEST VIRGINIA

Gear Up (Gaining Early Awareness and Readiness for Undergraduate Programs) of Southern West Virginia, a grant program partnered with our client Concord University, helps students prepare for college and life after high school in Appalachia. Their new site gives them space to tell their story, showcase their impact, and empower the next generation in their communities.

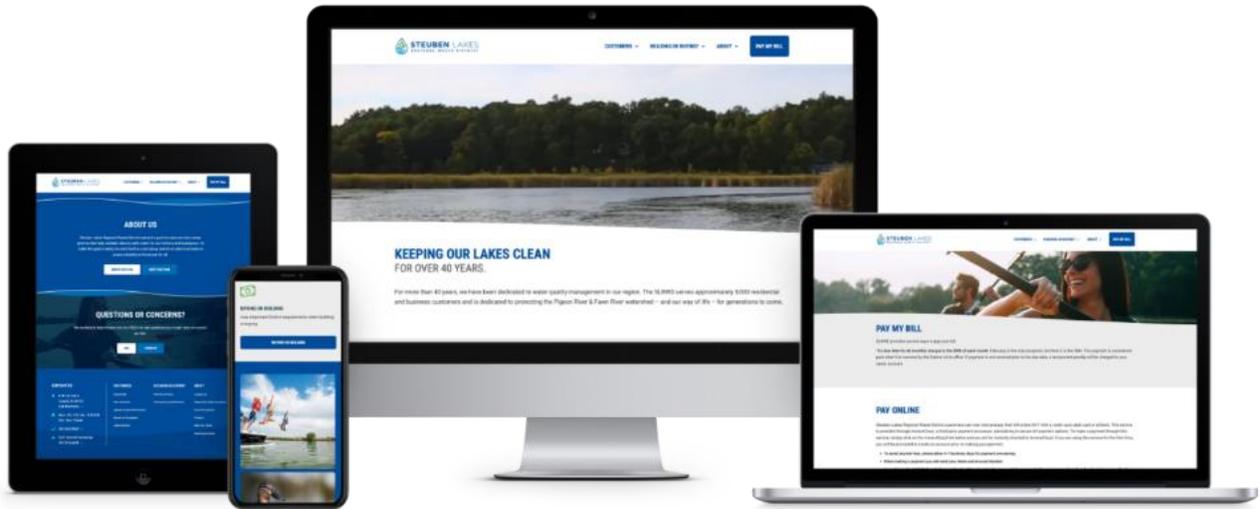
### The results:

- Website performance improved by an average of **233%** (measured across three independent tools)
- Reduced page speed by **55%**
- Security improved by **100%**

### Notes:

- [View Gear Up SWV's Website](#)
- **CMS:** WordPress
- **Asher's role:** design, development, and ongoing hosting and maintenance





## STEBEN LAKES REGIONAL WASTE DISTRICT

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Steuben Lakes Regional Waste District (SLRWD) partnered with Asher Agency to revamp their website and enhance their online presence. They needed to restructure their content to adopt a friendlier, more engaging tone while providing clear, informative resources for the community. Additionally, they sought to simplify bill payments and improve access to meeting minutes and frequently asked questions.

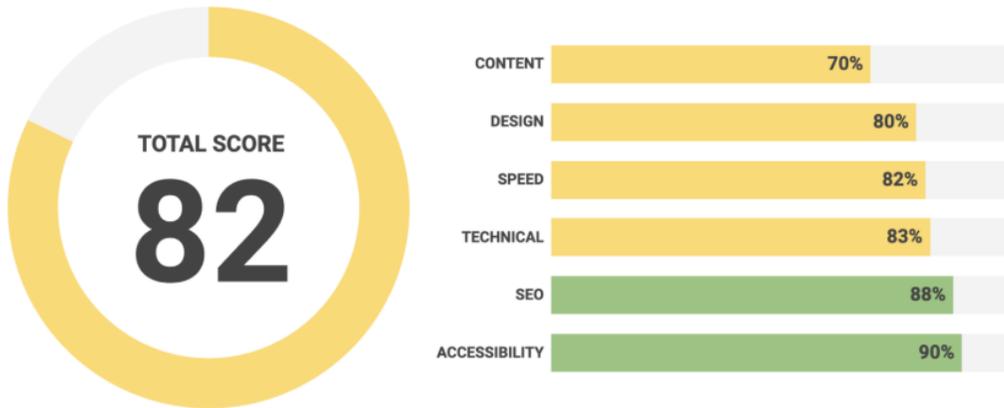
With the new site, we achieved a 154% increase in performance—despite featuring a large video on the homepage—a 69% improvement in website accessibility, and a 109% boost in site security and structure.

- [View SLRWD's Website](#)
- **CMS:** WordPress
- **Asher's role:** design, development, and ongoing hosting and maintenance

# Website Audit

These results are blended results from multiple tools (including manual review) focused primarily on the **homepage**. While a more comprehensive audit would reveal additional insights, your homepage is usually a good barometer for overall site health.

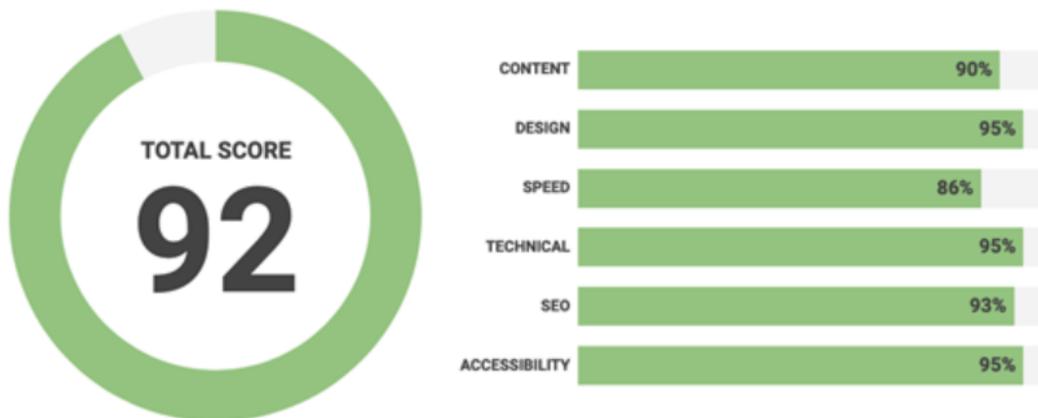
## renfroproductions.com



The following page has a more detailed breakdown for each area, but the key areas of concern are **Design** and **Content**.

Compare this with an identical analysis of an Asher-built site to see where your site could and should be ranking. We welcome the opportunity to work with you to do a more thorough audit, address any of these issues on your current website, or help plan your next major site refresh.

## rhs.care (WordPress)



## AUDIT RESULT DETAILS

70%

### Content that converts

To lead users down the conversion funnel, you need action-oriented copy that positions you as the best solution and leaves visitors feeling confident.

- The homepage comes across as functional but unremarkable. While the layout is minimal, the overall design feels cluttered and lacks a clear call to action.
- The header video pacing is too fast, which creates a dizzying effect and overshadows the rest of the content. The result is a page that works but doesn't leave a strong first impression.

80%

### Design for every device

Users judge the credibility of your site by its design, so you need to provide a professional, seamless user experience. That means on every device – over 55% of all online traffic comes from mobile, a number that continues to grow every year.

- The design shows conflicting aesthetic choices in core elements like text and buttons which creates a disorganized feel and takes away from a professional look.
- The mobile menu looks a little off, sitting lower than it should and throwing off the layout. Some of the animations come across as jerky, which breaks up the flow instead of adding to it. There's also no footer, which makes getting around the site less convenient.

82%

### Speed & performance

Your site needs to load lightning fast. Studies have shown that over 50% of users abandon sites after just 3 seconds – and for every second of load time, conversions drop by 10-20%.

- Speed could also improve by sizing content properly for each device and only loading it when needed. Since images usually take up more than half of a page's weight, optimizing them would go a long way in cutting load times.
- Server-side caching can pre-render WordPress pages as static HTML for quicker loads, while browser caching saves assets on a user's device so they don't have to re-download everything on return visits. Tests showed that large network payloads are slowing the site down.

83%

### Technical & security

Keep your site secure with code that is built to best practices and a regularly maintained content management system.

- Having a software maintenance plan for your server, CMS, theme, and plugins is essential to keeping your site running smoothly. Asher's maintenance plan handles these updates on a weekly basis, along with other key services like uptime monitoring and daily backups.

88%

### SEO visibility

Ranking higher in search results will boost your discoverability for quality prospects and customers.

- Baseline SEO is covered fairly well, but there's room to build on that foundation. Testing flagged a few gaps like missing meta descriptions. Updating those would improve accessibility and give search engines more clarity. A full SEO audit and strategy would help take things to the next level.

90%

### Accessible for all

Web accessibility means accommodating users with disabilities. Between 15-25% of the U.S. population lives with some form of disability – that's a big market segment you don't want to ignore. Not to mention web accessibility is legally required under the ADA. Thousands of accessibility lawsuits happen every year, with the number continuing to rise exponentially.

- There's room for improvement in accessibility but overall the basics are covered. Testing flagged a few issues like low color contrast, broken or empty links, and missing alternative text. There's also no footer, which makes navigation less straightforward. Fixing these areas would make the site easier to use and create a more inclusive experience for all visitors.
- Accessibility allows users with disabilities or impairments to fully participate and have equal access to information.

Audit Sources: SEMrush, Website Grader, GTmetrix, Google Lighthouse, WAVE, and Wappalyzer.

# Recommendation

Based on our audit and what we've heard from you, here's a high-level overview of our recommended solution.

## STRATEGY

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We recommend rebuilding your web presence on a modern, more efficient foundation. Our code framework is designed to address critical factors like loading speed, performance, accessibility (ADA compliance), mobile responsiveness, security, and SEO.

To conserve budget, we would build on one of our custom frameworks that is template-based. While very flexible, the site will have some limits on aesthetic and functional customization. Adding or changing features outside of its core capabilities would have a budget impact. We'd be happy to walk you through the many available customization options with a demo.

- **Scope:** We will redesign and consolidate your current websites into one cohesive, user-friendly site, guided by data and analytics to ensure an optimal user journey.
- **Goals of new site:** Easier to manage and update content on the back end, more organized user experience on the front end, encourage users to reach out/contact for more information.

## COST & TIMELINE

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- **Cost:** \$27K – 34K
- **Timeline:** 6-9 months

**This estimate is the start of our conversation.** If our recommendation doesn't reflect your priorities, or your available budget is below our range, let's talk about how to refine it to more closely align with your needs.

The following pages are a more detailed breakdown of this scope and cost.

# Project Summary

## CONTENT

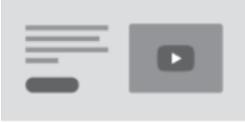
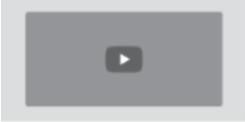
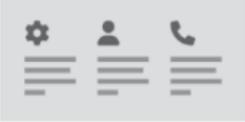
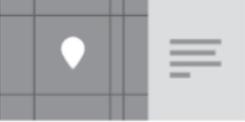
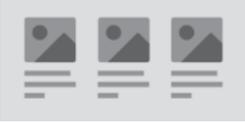
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- **Content Strategy:** We recommend you lead the content process, as you are more familiar with your unique tone and what your prospects are searching for. Where Asher can best assist is **content strategy**. Content strategy includes:
  - Reorganizing sitemap & mapping out user journey
  - Combining pages within content
  - Preventing orphaned pages
- **Copy:** Client will provide all copy.
- **Images/Video:** Client will provide all images/video.
- **Content migration and formatting:** Asher will conform up to 10 key pages to web best practices (listed below) and load into the staging site. To conserve budget, all remaining pages will be client's responsibility. If client prefers Asher to handle this for all pages, cost is itemized in estimate. Content migration and formatting includes:
  - Proofing content for spelling and grammar
  - Ensuring headings follow semantic order (h1, h2, etc)
  - Cleaning up any incorrect text formatting
  - Building internal linking
  - Rewriting links for accessibility
  - Adding calls to action
  - Adapting files as native site content where possible
  - Migrating approved content to the staging site
  - Utilizing site modules to create appealing page layouts, including images and icons
  - Populating page meta titles and descriptions
  - Adding alt text for images
  - Creating redirects for any altered page URLs
- **Content Best Practices Training:** Asher will provide some up-front guidance and training with our **Content Workshops**, equipping your team with the knowledge to create successful web content. The 1–2-hour sessions will cover page optimization, technical best practices, and accessibility. The Content Workshops will also include Q&A, written documentation, and screen recordings. They can be delivered as a full-day in-person workshop or three virtual sessions.

## DESIGN

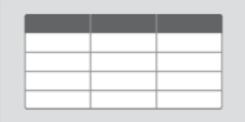
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- **Responsive & UX:** Over 55% of all online traffic comes from mobile devices, a number that continues to grow every year. Your new website will be fully responsive for every screen size. We'll also deliver an updated aesthetic that will make your site feel professional and modern, while following user-experience best practices.
- **Visual identity:** The current multiple-site architecture allows each event/show to have its own visual identity (fonts, colors, logo, main menu, etc). Our proposed single-site architecture won't be able to accommodate this – the site will have a stronger “parent” *design*, while still allowing customized *page content* (text, images, etc) for each event/show. If that doesn't align with your expectations, let's discuss what customization you're looking for and how we can accomplish with minimal cost impact.
- **Design Deliverables:** Asher will provide the following design deliverables.
  - **Branding:** Four color scheme options and web-safe typeface families based on client brand.
  - **Wireframes:** Wireframes (big picture structure) for key pages of the site at desktop view (homepage, a demo modular page, and any other unique page templates or modules).
  - **Design Mockups:** Two options for homepage design at desktop view, 1 option for homepage design at mobile view. 1 option for all other page designs from the wireframes process at desktop view only. 1 option for menu design at desktop and mobile view.
  - All other pages, modules, and responsive views will be built out during development.
- **Modular Build:** This design will all be achieved with a modular system, allowing client admins to customize the types, arrangement, and color schemes of site content – with no coding knowledge required. (FPO examples on following page).
- **Module Color Schemes:** Asher will create four color schemes, each of which will comply with client's brand standards and accessibility color contrast rules. Client admins will be able to toggle between color schemes to easily change each module's background color and the colors of its many child elements (FPO examples on following page). Additional color schemes are itemized in estimate.

Included Modules:			Included Color Schemes:
<p>Text</p> 	<p>Text &amp; Image</p> 	<p>Text &amp; Video</p> 	<p>White</p>  <p>Light</p>  <p>Brand or Accent</p>  <p>Dark</p> 
<p>Image</p> 	<p>Gallery</p> 	<p>Video</p> 	
<p>Cards</p> 	<p>Link Grid</p> 	<p>Logo Grid</p> 	
<p>Form</p> 	<p>Location</p> 	<p>Accordion</p> 	
<p>Quote</p> 	<p>Post Feed</p> 	<p>Files</p> 	

**Additional Modules:**

We also have other modules available that could be included for additional cost (itemized in estimate).

<p>Chart</p> 	<p>Table</p> 
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## FUNCTIONALITY

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- **CMS:** Asher recommends WordPress for robust feature set, open-source adaptability, and ease of updates.
- **Content updates:** Asher will train the client on CMS (1–2-hour screen share session with Q&A, recording provided after). Website will also include a built-in help section with written documentation on all site admin actions. Client can update content themselves post-launch or contract Asher to do so.
- **Admin users:** Asher will configure an editor role for client admin users and populate all client admin users into the CMS.
  - All Editors will have equal ability to add, edit, and remove site content and users. Editors will not have access to the more technical areas of WordPress (such as themes or plugins) to prevent any accidental conflicts with your site’s codebase.
  - Asher can also configure more segmented access and/or additional admin user roles if needed (not included in estimate).
- **Forms:** Website will support one or more contact forms. 1 form included; additional forms itemized in estimate. Forms will email submissions to the client and a confirmation auto-response to the user, using a custom-designed email template for a fully branded experience. Submitted form data will also be stored in the website database as a redundant backup.
  - If desired, forms can integrate with the client's email marketing system, automatically subscribing users to one or more lists for continued marketing reach (itemized in estimate).
- **Maps:** Asher will enable admin users to create single-location interactive maps via the Location module.
  - If needed, Asher can create a Locations page with a multi-location interactive map, including the ability for users to search locations and/or filter by category (itemized in estimate).
- **Private content:** WordPress allows admin users to create password-protected and privately published pages. During the content strategy phase, we can work with you to determine if you need the site to be launched with any private pages (such as the Exhibitor Portal pages). We will also need to determine the following details:
  - If users can access this page with a single shared password, or with individual login credentials (including the ability to reset their own passwords or self-register).
- **Payment processing:** Website will not include payment processing.

### Additional Considerations:

- **Posts:** Asher recommends adding a Posts section for news/blog articles; frequently updated content such as a blog improves SEO rank (Itemized in estimate).
- **Search:** Asher recommends including search functionality, including a prominent search form and a search results page template (itemized in estimate).
- **Events:** Client will be able to set up individual events as separate pages as desired. For additional cost, Asher could create a custom Events post type with automation and advanced features, such as an Events index page, list or calendar view, automatic removal of past events, and filtering options (itemized in estimate).

## TECHNICAL

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- **Analytics:** Asher will migrate the existing Google Analytics 4 property to the new site and embed via Google Tag Manager.
  - Asher will provide a monthly report on key metrics, including pageviews and events such as certain hyperlink clicks and form completions. We can also configure custom event measurement (itemized in estimate).
- **SEO:** Asher will build site in compliance with technical SEO best practices, and submit sitemap to Google Search Console to initiate a search engine crawl.
  - If client is interested in more advanced or ongoing SEO services, Asher can develop a scope and quote. SEO can mean different things to different clients, from passive monitoring (low cost) to active improvements and even content production (medium to high cost). We'd love to better understand your current scope of work with Element212 to determine your expectations and budget for an ongoing SEO project.
- **Privacy:** To comply with privacy regulations, the website will include a privacy policy page (which Asher can help draft if needed). Users will be alerted of tracking cookies with a subtle dismissible popup.
- **Accessibility / ADA compliance:** According to the CDC, more than 70 million U.S. adults (over 1 in 4) live with a disability. Under the Americans with Disabilities Act (ADA), state and local governments, along with businesses open to the public, are legally required to make their websites accessible. Each year, thousands of accessibility-related lawsuits are filed against organizations that fail to comply. Accessibility is not only about reducing legal risk; it also creates a better experience for every user. Your new site will be built to meet WCAG 2.2 AA standards, the widely recommended benchmark for accessibility. We'll also include an accessibility statement (which Asher can help draft, if needed). Currently, fewer than 4% of websites meet these standards (Accessibility Checker). By prioritizing accessibility, your website won't just reduce legal risk; it will also stand out in your industry as more inclusive and user-friendly.
  - Accessibility standards also apply to any files the site makes available for download (PDF, Word, spreadsheets, etc). To fully comply with accessibility standards, any such files will need to be run through an accessibility remediation process at \$25/page (cost not included in estimate). During the content development phase, Asher will help determine if any of these files can be adapted as native site content and the final cost for any needed remediation.
- **Loading speed:** Google's search algorithms analyze not only a site's content, but also how fast it loads. Site framework will be engineered for maximum performance, complying with Google's recommended practices for these Core Web Vitals ranking signals.
- **Quality Assurance:** Asher's web team follows a comprehensive and thorough testing process to verify each aspect, module, and feature of the new website during development, ensuring that the site functions seamlessly across all screen sizes, browsers, and use cases.

# Hosting & Ongoing Support

Our base [Hosting & Maintenance Package](#) includes all the technical support you need to keep your site up and running:

- **Domain registration:** Your URL addresses (indysportshow.com, etc). We **require** all sites we host to route DNS through Cloudflare (or another provider that includes DDoS mitigation to prevent brute force attacks). You can migrate your domain to our account, or create your own Cloudflare account and grant us access. We'll also redirect all other existing domains to the new primary URL, to capture traffic from users, websites, or search engines with the old URLs linked.
- **Website hosting:** Where your website lives. Includes SSD-based storage and HTTP/2 connections for increased speed and performance over entry-level hosting servers.
- **24/7 uptime monitoring:** Our hosting servers come with 99.99% uptime and are monitored around the clock for any hiccups. In the unlikely event of a crash, Asher will be notified instantly and get you back up and running ASAP.
- **Daily backups:** Your site will get a fresh backup every single day, with a full 90 days of backups stored on our secure cloud storage.
- **Weekly software maintenance:** Like any software, both WordPress and your server need regular updates and maintenance to stay up-to-date and guard against vulnerabilities. We handle that for you, making sure updates don't break your site.
- **Monthly accessibility monitoring:** Asher will set up a monthly accessibility report to flag any compliance issues before they cause problems for your users or legal team.
- **Enhanced forms:** We'll guard your forms with spam protection, send all submissions via an email delivery platform with a dedicated IP address to ensure inbox delivery, and monitor bounces weekly to catch any issues as they happen.
- **Site security:** Asher installs and configures a security firewall that blocks brute force attacks and scans your site for malware.
- **SSL certificate:** An SSL encrypts user communications on your site, prevents a "Not Secure" warning from displaying in browsers, and even boosts your SEO. We include DV SSLs in all hosting plans for free.
- **Premium plugins:** Our preferred premium plugins (Advanced Custom Fields, Font Awesome, Formidable Forms) come at no extra charge as long as you're on Asher hosting, a savings of up to \$225 a year. If the site requires other paid plugins, we will assume the licensing/renewals on those as well and roll the cost into our annual fee to keep management and billing centralized for you.
- **Support retainer:** Most clients need occasional assistance with other site support issues not covered by the above list – content updates, DNS changes, remedial CMS training, and more. We're always happy to help, and don't force you to submit cumbersome support tickets or pay rush fees. We can cover these requests as they occur at our standard hourly rate or set up a support retainer to keep billing predictable.

**We also offer ongoing services to dig deeper on data, grow your traffic, and increase conversions:**

- **Analytics insights:** We can help you go beyond baseline analytics to better determine who is using your site and how. Asher will configure additional event reporting on relevant site triggers (ex. more granular monitoring for form submissions) and include this in the monthly analytics report. We'll also meet with you on a quarterly schedule to review data, discuss insights, and suggest site revisions.
- **A/B testing:** A great way to increase conversions is A/B testing different configurations (where to place a call to action, varying how and when information is collected, design tweaks to a prompt or form, etc.). By measuring which configurations perform better over time, we can assemble a data-driven picture of how to refine your site and increase success.
- **SEO:** Search engine optimization is a long-term strategy to increase your organic search ranking. This begins with an audit, competitor analysis, and keyword strategy, followed by implementing the technical and/or content optimizations with the greatest ROI potential. This can be done as part of the initial project to guide content creation or pursued after launch to keep the initial project more affordable.
- **Content production:** Frequency and recency are important SEO signals, and a news or blog section is a great way to accomplish both – if you have the time to plan and create content. Asher can create a content calendar to plan new posts that align with our keyword strategy, then produce those posts with minimal client involvement needed.
- **Digital marketing:** Asher has deep experience in driving traffic via targeted digital marketing campaigns. This is a great way to increase users in the short term while growing your organic SEO in the background. The channel and budget will vary depending on your goals, but we'd be happy to have a conversation about what you'd like to achieve, and which digital marketing strategy would yield the best ROI.

# Timeline

We anticipate launching approximately **5-7 months** after estimate approval and project kickoff, depending on the speed of client feedback and the number of revisions.

**Asher’s web projects follow this general process:**

- Some phases are **linear**: for example, Design must be finalized and approved before Development can begin.
- Other phases will **overlap (agile approach)**: Content and copywriting will progress alongside Design and Development.

Phase	Deliverable							
Content & Strategy	Kickoff/Planning	█						
	Content Strategy		█					
	Copywriting		█	█	█			
	Content Formatting						█	
Design	Fonts & Colors		█					
	Wireframes		█					
	Design		█	█				
Development	Development				█	█		
	QA & Review				█	█	█	
	Launch							█
Post-Launch	Hosting & Maintenance Begins							█

A more detailed timeline would be developed as part of the project kickoff.

# Cost

## WEBSITE NON-RECURRING COSTS

<b>Core Website Project</b> Includes strategy/project management, content, design, development/functionality, technical, client revisions, and launch.	<b>\$27,000.00 – 34,000.00</b>
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These costs include one round of client revisions for each deliverable, and some buffer time in case we exceed the project scope – we want to provide **all-inclusive pricing** that can accommodate changing project needs as we go. If you prefer a lower initial cost, we can remove those items from our scope and bill hourly as they occur.

### Optional Website Items

<b>Content enhancement &amp; migration</b> Asher handling all pages beyond the included 10 pages	\$330.00 per page
<b>Additional modules</b> Adding additional modules	\$500.00 – 2,000.00 per module
<b>Additional forms</b> Asher creating additional forms beyond the included 1 form	\$350.00 – 650.00 per form
<b>Form integrations</b> Integrating forms with client’s email marketing system or other tools	\$150.00 – 300.00 per form
<b>Posts</b> Adding a Posts section for news/blog articles	\$2,000.00 – 3,000.00
<b>Search</b> Adding search functionality	\$1,500.00 – 2,000.00
<b>Advanced Locations</b> Multi-location interactive map	\$4,000.00 – 5,000.00
<b>Advanced Events</b> Events with automation, such as event listing index, filtering, etc	\$7,000.00 – 10,000.00

## RECURRING HOSTING & MAINTENANCE COSTS

We offer two hosting packages: a **basic tier** with additional services billed hourly as needed, or a **premium tier** with extra support hours already built into the cost. Both include the same core services to keep your site up and running.

	BASIC	PREMIUM
<b>Hosting</b> Specs/cost will be scaled if needed	\$600+/yr	Same
<b>Maintenance</b> Software updates Email log review Security sweep Server upgrades	\$2,400/yr	Same
<b>Accessibility compliance*</b> Up to 100 pages; to be revised based on final page count	\$600/yr*	Same*
<b>Privacy compliance</b>	TBD*	Same*
<b>Included services</b> 1 domain registration (indysportshow.com) DV SSL Staging instance Analytics reporting Uptime monitoring Daily backups Email deliverability platform Premium plugins	<i>Normally \$3,100+/yr</i> <b>Free on Asher hosting</b>	Same
<b>Additional domain registrations</b>	\$175/yr <i>(\$25/yr per domain x 7 domains)</i>	Same
<b>Premium support</b> Up to 2 hrs/mo of services such as: training, content updates, DNS changes, bot filtering, form spam management, functionality testing, code upgrades, accessibility remediation, etc	Billed hourly <b>(\$165/hr)</b>	\$3,600/yr <b>(\$150/hr)</b>
<b>TOTAL RECURRING COSTS*</b> <i>To be revised once accessibility and privacy compliance costs are finalized</i>	<i>Normally over \$6,900/yr</i> <b>\$3,775/yr*</b> (\$314/mo)	<i>Normally over \$10,500/yr</i> <b>\$7,375/yr*</b> (\$614/mo)

Because Asher contracts with web providers in bulk, we're able to offer high-quality plans at or below market value, fully managed by our expert in-house development team.

Once the new site is live, you'll also be able to discontinue any existing hosting plans, yielding additional cost savings.

**Hosting will be billed annually;** monthly billing is also possible for an additional +20% cost.

# Additional Details

- This proposal contains confidential information and proprietary processes of Asher Agency, and shall not be used, disclosed, or reproduced for any purpose other than evaluation without Asher's prior consent.
- This estimate represents Asher's recommended scope of work to produce a fully-featured website capable of achieving the client's goals. However, if the client is working with limited resources, Asher can estimate a reduced scope of work capable of meeting a reduced budget.
- Estimate may vary by +/- 10%.
- Pricing valid for 30 days from date of estimate.
- Estimate includes **1 round of revisions** for each major deliverable. Revisions beyond the first round will be billed at our hourly rate and may impact timeline.
- Once a deliverable is approved, it is considered closed. Revisions to a closed deliverable will be billed at our hourly rate and may significantly impact cost and timeline.
- If the project scope changes significantly, Asher will supply a change request that outlines budget and timeline implications.
- Work will be billed in approximately equal thirds: at project start, at project midpoint, and after project launch. Final post-launch billing will be adjusted as needed to reflect any extra rounds of revisions or scope changes.
- Unless otherwise specified in the Project Summary, significant direct costs (such as photography) are not included in this estimate. Asher will supply estimates for such costs before they occur.
- As specified in the Project Summary, client support outside of our hosting and maintenance agreement is not included in this estimate and will be billed at an hourly rate or as part of an ongoing retainer.
- Any new modules (or extreme design/functionality customization to existing modules) could incur additional cost. Asher will flag any potential issues and supply estimates for such costs before they occur.
- Any feature or functionality not explicitly defined in the Project Summary should be considered outside of scope and would require additional hours and cost. Please ensure the provided scope aligns with your expectations before approving this estimate.
- Client will provide feedback to all deliverables within 2 working days (unless otherwise specified in the approved production timeline). Delay in providing feedback may result in additional cost and/or delayed launch. Delays in excess of 1 month may result in other projects moving ahead of yours in our schedule.
- Client and Asher will have a single point of contact for this project. Multiple points of contact may result in additional hours and cost.
- Targeted browser support is most recent version of Chrome, Firefox, Safari, and Edge. Supporting older versions or additional browsers (such as Internet Explorer) may result in additional costs.
- Asher will produce a website that meets aforementioned accessibility compliance standards at launch; however, subsequent client edits via CMS could potentially break compliance. It is the client's responsibility to educate themselves on accessibility standards. Client agrees to hold Asher harmless for post-launch accessibility issues caused by client-updated content edits.
- Asher will report any accessibility violations on a monthly basis; resolving violations may have additional costs.
- Asher's accessibility monitoring is priced based on page count (as are our hard costs for this service). If the site's number of pages surpasses the number stipulated in the Recurring Annual Costs section, we may need to increase your cost at the next annual renewal (and will alert client if/when this occurs).
- Asher will install and configure security applications and settings on the client's website. However, it is the responsibility of the client to maintain and update the user list that grants and/or revokes access to the website. Client agrees to hold Asher harmless for interruptions in service caused by users approved by the client to access the website on their behalf, and computer viruses or malware installed on the site via unsecured passwords.
- If Asher hosting/maintaining:
  - Should the website experience downtime and/or be compromised by virus/malware, Asher will restore the site from the most recent stable backup, work to identify the cause of the problem, and take steps to close the vulnerability immediately.
  - Should you want to discontinue Asher's hosting and maintenance services for any reason, we require a 30-day notice, during which time we'd work with you to shut down or transfer ownership of all associated website services. If this process overlaps your renewal date, additional billing may result.
  - If hosting invoices are not paid within 30 days after the due date, we will reach out to confirm receipt.
  - If payment is not received within 60 days after the due date, your domain/website will be **disabled**. If the outstanding invoice(s) are paid in full, your domain/website can be re-enabled.
  - If payment is still not received within 90 days after the due date your domain/website will be **deleted**. Your files and database will be permanently removed from the hosting server. If Asher controls your domain, it will be set to expire and will be purchasable on the open market. **This is non-recoverable.**

- If client opts not to host website with Asher:
  - Asher loses substantial internal efficiencies when we deploy on client-run hosting, which takes additional time and labor. **Asher charges a one-time additional fee of \$1,000.00 for deploying sites on client hosting.**
  - Any third-party plugins or services requiring a recurring monthly/annual payment will need to be registered under the client's name and payment information.
  - Asher will require client to purchase and set up a hosting server that meets our requirements, install WordPress, and provide Asher with WordPress administrator credentials and hosting server SFTP credentials.
  - Client assumes responsibility for setting up a hosting plan capable of supporting the new website, as well as handling any post-launch CMS maintenance, website backups, and/or uptime monitoring. Asher will provide a standard contract for client to accept delivery of website and agree to hold Asher harmless in the event of inadequate hosting server resources, a breach of client's registrar/hosting account(s), or vulnerabilities incurred after launch from not maintaining CMS and/or plugins.

## Signatures

Each of the parties below agrees to the details outlined in this project estimate.

### CLIENT

### ASHER AGENCY

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*Representative Name*

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*Representative Name*

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*Date*

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*Date*