

Websites

1-Page Templates

- Sites with edits to copy and minimal image changes, \$575
- Sites with edits to section flow, copy and images, \$875
- Add-ons:
 - Appointment System Integration, \$400
 - PinPoint Email, \$50
 - Blog Set-up, \$50
 - Marketing Pop-up, \$100
 - Email Marketing Integration, \$50

Standard Website, \$2500

Site Specifications

- SEO-ready design
- WordPress platform
- Fully mobile responsive website so it's optimized for phone and tablet
- Installation of WordPress plugins
- Blog setup and installed on site (optional)
- 20 Pages
- Installation of Google analytics
- Client User Access
- Speed Optimized
- Contact Form
- Elementor & Elementor Pro
- WP Rocket
- Short Pixel image optimization
- SEO Press & SEO Press Pro
- Schema Markup

Free Add-ons

- Image Gallery (up to 100 images)
- Email Marketing
- Calendly Integration
- Marketing Popup

Paid Add-ons

- Events Calendar, \$400
- Appointment Booking, \$400
- Membership, \$450
- Limo/taxi, \$450
- Learning Management, \$650

E-Commerce Site (In addition to the specifications of our Standard Site), \$3500

- Stripe and PayPal Payment gateway support
- Choose any single currency e.g. USD or CAD or AUD etc.
- Shopping Cart included
- Easily Add/Manage Products
- Product Variables supports
- Different Product types supported (digital, physical downloadable)
- Inventory Management
- Flat Shipping Fees, no courier integration
- Cart Calculator
- Flexible Shipping Destinations
- Geo-location enabled taxes
- Selectable Customer Address
- Search Engine Optimization ready
- Discount Coupons and codes supported
- Product Reviews supported
- Basic Reporting
- Dashboard
- Basic WooCommerce analytics

E-Commerce Add-ons

- **Advanced Product Filter, \$200**
 - filter by date, author, name, price, rating
 - hierarchical filter
 - showing active filters
 - Search by star rating
 - date range filter
 - custom pagination
 - min/max price filter
 - search by term
 - visual filter searching by color or image

- **Custom Product Page Template, \$200**

By default we offer a basic product page template that displays the product image, description, price, variations, add to cart - all the features needed for the functionality of the eCommerce system, of course, styled to fit the website colors and industry.

If there is interest in a more customizable page template for different product categories, a featured product which is the best seller or any other reasons we offer a fully customizable product page template.

Custom Page layout design will be applied to all products. If multiple custom design is needed for separate products that will be charged as two Custom Product Templates

- **Loyalty Program, \$250**

- Rewarding customers with points and discounts on new purchases.
- Different Rewards based on different user roles.
- Limit the number of points.
- Increase or decrease the number of points manually.
- Assign Points depending on the status of your order.
- Points Expiry Date.
- Assign point based on user activity.
- Remove points for refunded or canceled orders.
- Reward loyal customers.
- Information about points and rewards on the product page, in cart and checkout to encourage the users to spend a bit more to achieve the nearest target.
- A number of points provided for each product.
- Show users their points balance
- Reset Points
- Multi-Currency Support
- Custom Messages

- **Product Wish List, \$100**

- Save favorite products, find them quickly and easily at a later time.
- Share the wish list with relatives and friends one of the products from the list.
- Share the wish list on social networks and get indirect advertising for your store.
- Loyalize customers, push them to buy and attract new customers any time a wish list is shared.
- Select your wish list page.
- Select where to show 'Add to wish list'.
- Show the 'Remove product from wish list'.
- Show the 'Add to wish list' button on the Shop page.

- **Store Locator, \$150**
 - Add stores with address and contact data
 - Add a Google map of store location
 - Import stores from CSV file
 - Search for stores with address and distance
 - Add a list of stores to a page

- **Gift Cards, \$150**
 - new product type for gift card implementation
 - custom gift card amount
 - create and sell virtual gift cards
 - custom field for customer to input their data
 - email gift card to customer - custom image gallery for the choice of the gift card layout

- **Custom PDF Invoices, \$150**
 - Automatically attach the PDF invoice to emails of your choice
 - Download the PDF invoice and packing slip from the shop dashboard
 - Generate PDF invoices/packings slips
 - Customizable HTML/CSS invoice
 - Download invoices from the My Account page
 - Sequential invoice numbers – with custom formatting

- **Custom Courier Integration***
 - Get shipping rates from your courier of choice.
 - Services and Packaging
 - Delivery fees depending on sizes
 - Parcel Packing Methods
 - Residential or Commercial delivery
 - Insured Values
 - Confirmation
 - Tracking

* The above depends on the courier. Each courier has a different offering – the account of the courier is to be provided by the customer.

Local SEO

Silver, \$750/month (+ one-time \$400 setup)

- Google My Business/Bing Map Optimization
- Google My Business Weekly Relevant Posts
- Google My Business Q&A Optimization
- Google Search Console Optimization
- Technical Code Deployment
- In-Depth Keyword Research
- On Page Audit and Optimization
- Citation Cleanup & Creation (Normal)
- 1 High Quality Niche Outreach Blog Post
- AMP Mobile Tech + Speed Optimization

Gold, \$1250/month (+ one-time \$400 setup)

- GMB/Bing Map Optimization
- GMB Weekly Relevant Posts
- GMB Q&A Optimization
- GSC Optimization
- Technical Code Deployment
- In-Depth Keyword Research
- On Page Audit and Optimization
- Citation Cleanup & Creation (Accelerated)
- 2 High Quality Niche Outreach Blog Posts
- AMP Mobile Tech + Ultra Speed Optimization
- Facebook Automated Chatbot
- Facebook Chat Website Lead Assistant
- Facebook Chatbot Monitoring for FAQ updates

National/eCommerce SEO – Add \$300/month

Social Media Management, \$650/month

- 12 posts per month for up to 3 platforms (choose from Facebook, Twitter, LinkedIn, Instagram)
- All unique/branded content
- All posting done for them
- We do a consultation with customer to see which type of content they'd like to post
- ideally we like to use images provided by customer (if not we will use stock)
- posts are duplicated across platforms
- monthly reporting

LinkedIn Lead Generation, \$600/\$1000/\$1250 month

- 500/1000/1500 Connection Requests Per Month
- Up to 5 Follow Up Messages
- 24/7 Google Spreadsheet Data & Analytics Access
- Custom Message Templates
- Single Industry Targeting at the \$600 level
- Multi-Industry Targeting at the \$1000/\$1250 level