

WEBSITE DEVELOPMENT

FIRST: Book a consultation here for us to discuss the purpose, plan, domain and web host for your new website. Your consultation selection is contingent upon if you are a new or current client. New clients MUST book "Consultation - New Clients ONLY".

Current clients seeking to begin a new project must book "Brand Strategy Session - New Project (1HR)".

- High-resolution photography including people and products (Stock photos can be used as needed with a limit.)
- Clear product titles
- Accurate FAQ information
- Accurate policy information
- Accurate contact information
- Accurate social media and email accounts
- High-resolution logo(s) and/or submark(s)
- Clear brand identity (colors, fonts, voice)
- Accurate purchasing and/or booking information

This service must be paid in FULL upfront via invoice due to the nature of the process and the length of time needed to execute the project.

Your development rate includes:

- A 2hr training for you and/or your team to learn how to make updates/manage your new website
- Up to 2 revisions per page

(Once a page has been revised TWICE, you will be invoiced an additional \$50 per page or \$25 per section for additional revisions. It is possible that when a webpage is updated the mobile version must be updated to reflect each change. Contingent upon your web host, this is not an automatic update.)

- Marketing strategy development (Ex. Assistance with titles and copywriting as needed.)
- Ongoing consulting with the client as needed (DURING the process)
- An interactive design
- Basic search engine optimization (SEO)
- Connecting all social media accounts
- Ensuring all systems are functional
- 5 main tabs (Home, Shop/Book, About, Contact, FAQs)
- Maximum of 3 sub-tabs per tab
- Maximum of 7 main tabs
- Graphic design
- Copywriting and research
- E-commerce store set up (As needed)
- Booking suite setup (As needed)
- Mobile-friendly design
- Tablet-friendly design
- 2 graphics promoting the launch of the website (One for your feed and one for your story)

This investment BEGINS at \$5,000. You are responsible for securing your domain AND web host. We are able to advise you on these selections, but we don't complete this for you. When choosing your launch date, please be mindful that the average turnaround time is 5-7 weeks from us receiving ALL of the above to fully develop your website and your FULL payment. You will receive an invoice to satisfy your payment with a debit or credit card.



NEXT STEPS

Ravyn is available to discuss or clarify any aspect of the details listed by booking a consultation online.

Business hours:

Monday - Friday

8a - 5:30p EST

Saturday & Sunday

By appointment only

Email: info@rayofsunshine.co

This service can **ONLY** be booked after booking a consultation to establish our timeline and understand your goals and needs. The consultation fee is **not** subtracted from your service total. The research and planning phases are essential for ensuring both the client and service provider are pleased with the process and outcome.

Thank you for considering R-O-S Media for your website development needs!

Warm regards,

Ravyn "Ray" Smith



COPYRIGHT

Copyright © Ray of Sunshine Media. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of Ray of Sunshine Media, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permission requests, write to the owner and operator, addressed “Attention: Permissions” at info@rayofsunshine.co.

