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# KETCHIKAN CHAMBER OF COMMERCE

**Website Redesign  
& Ad Campaign**

# SCOPE OF SERVICES

## Domain

**LiveConnectedKTN.com** is your current domain. Other domains to consider are ChooseKetchikan.com, KetchikanRemote.com, and/or AlaskalsOpen.com

## New Website Design

Your new website will feature (6 - 7) pages:

### **Home**

Features a video loop showcasing Ketchikan, eligibility for a workation package to visit Ketchikan and how to apply, benefits of living in Ketchikan, a brief synopsis of 'Life in Ketchikan,' a section highlighting various businesses and activities in the community, and finally, housing stats and featured real estate listings.

### **Visit Ketchikan**

A simple page highlighting Ketchikan businesses, organizations, and events.

### **FAQ**

A place to answer some basic questions about the site, what it offers and what it does not offer.

### **Apply Now**

An online form for people to apply for the workation package to visit Ketchikan.

### **Blog Template**

We'll setup a custom blog template for your use. Adding blog posts will be covered in Site Training upon launch.

### **Disclaimer Pages** *(Optional)*

Various disclaimer pages including a TOS *(Terms of Service)* for the website, Privacy Policy, Cookies Policy, and Terms & Guidelines for the Workation Program.

We will work with you to put together a full mood board for the site that lays out color palettes, fonts, button styles, section layouts/styles, and a rough idea of the Header/Footer. Afterwards a full mockup of the Home page will be constructed to refine design before implementation on the server. Along the process, we will work to design the site to be accessible to those with disabilities.

## Ads

We will design ad graphics for Facebook, Instagram and Google. We recommend monthly ad spend for each platform and work to target your desired audience through generic, targeted, and smart campaigns. We track website analytics and ad stats monthly and make adjustments to the campaign quarterly for better performance.

# YOUR INVESTMENT

WEBSITE DESCRIPTION	RATE	EST. HOURS	COST
<b>Domain</b> ( <i>transfer/renewal</i> )	<b>yearly</b>	<b>N/A</b>	<b>\$16.99/each</b>
<b>Hosting</b> includes: <ul style="list-style-type: none"> <li>• Business Hosting Launch</li> <li>• Daily Website Backups (5gb)</li> <li>• Website Security Express (WAF Firewall, CDN Performance Accelerator, and SSL)</li> </ul>	<b>yearly</b>	<b>N/A</b>	<b>\$779.75/year</b> \$29.99/month \$9.99/month \$299.99/year
<b>Site Design</b> 6 - 7 pages + Blog template setup	<b>\$85/hr</b>	<b>65 - 80</b>	<b>5,525 - 6,800</b>
<b>Site Training</b> ( <i>post launch</i> ) Up to 3 people.	<b>\$85/hr</b>	<b>2 - 4</b>	<b>\$170 - \$340</b>
<b>Estimated Website Cost</b>			<b>\$6,491.74 - \$7,936.74</b> (Plus taxes & fees)

ADS DESCRIPTION	RATE	EST. HOURS	COST
<b>Ad Design</b>	<b>\$85/hr</b>	<b>3 - 5</b>	<b>\$255 - \$425</b>
<b>Ad Spend</b> Facebook, Instagram, and Google	<b>\$1,000/month</b>	<b>N/A</b>	<b>\$12,000/year</b>
<b>Estimated Ad Campaign Cost</b>			<b>\$12,255 - \$12,425</b>

**Down Payment Amount:** \$3782.50 (50% of Labor Hours)

*\*We will need a Credit Card on file to begin work. Domain, Hosting fees are charged directly by our provider.*

**Signed:** \_\_\_\_\_

**Date:** \_\_\_\_\_

*The above statement is for estimation purposes only and is not a guarantee of cost for Services. If approved by the client, our hourly rate is \$85.00. Extra work requested by the client beyond what was quoted in the initially approved estimate will require extra time and be reflected in the invoice. Estimate does not include continued site maintenance beyond the completion of the initial website. Additional maintenance/work (edits, changes, additions, removal or changes of products or graphics) beyond the website launch will be charged at our hourly design rate of \$85.00. We do offer monthly maintenance packages.*

# HOSTING PRODUCTS

This page includes other Hosting and Security products offered for our websites. Our recommended level of service is indicated, but you are welcome to choose a different product within the category or deny a product altogether.

## Hosting *\*Required*

- Business Hosting Launch (\$29.99/monthly) *\*recommended***  
A VPS (Virtual Personal Server) server with 60gb of space, 2gb RAM, one dedicated CPU, and unmetered traffic. (SSL included.)
- Business Hosting Enhance (\$49.99/monthly)**  
A VPS (Virtual Personal Server) server with 90gb of space, 4gb RAM, two dedicated CPUs, and unmetered traffic. (SSL included.)
- Business Hosting Grow (\$69.99/monthly)**  
A VPS (Virtual Personal Server) server with 120gb of space, 6gb RAM, three dedicated CPUs, and unmetered traffic. (SSL included.)  
*\*Your server can be upgraded in increments to meet your needs. I recommend starting with an entry level VPS and upgrade dependent on your needs after launch.*

## Backups *\*Highly Recommended*

Stores 30 days of automatic daily backups.

- 5gb of Space (\$9.99/monthly) *\*recommended***
- 25gb of Space (\$14.99/monthly)**
- 50gb of Space (\$24.99/monthly)**
- None of the Above.** *\*Client assumes all responsibility in the event of data loss.*

## Security *\*Recommended*

- Security Essential (\$6.99/monthly)**  
Malware removal with a 12-hour response time. Blacklist monitoring and removal.
- Security Deluxe (\$19.99/monthly)**  
Site protection and malware removal with a 12-hour response time. Blacklist monitoring and removal. CDN (Content Delivery Network) accelerator and WAF Malware Prevention.
- Security Express (\$299.99/yearly) *\*recommended***  
Site protection and malware removal with a 30-minute response time. Blacklist monitoring and removal. CDN (Content Delivery Network) accelerator and WAF Malware Prevention.
- None of the Above.** *\*Client assumes all responsibility in the event of data loss.*