



PROPOSAL

ROCK MEDIA, LLC.
AUSTIN, TX 78734
512.484.4334
BRAD@ROCKMEDIA.CO

Optical Illuzionz
Mr. Edgar Fuentes

3271 Southwest Freeway
Houston, TX 77027

Project Overview

Optical Illuzionz (the client) is seeking a website support the client's optical e-commerce business. The focus of the project is to provide a streamlined, dependent 4 step checkout process for order capture and fulfillment automation. The site needs to support product sales differentiation for prescription and non-prescription glasses, client input and/or uploading of prescriptions and suggested add-on sales based on product selection.

Project Proposal

Our proposal is to deliver a custom WordPress framework that integrates the feature set requirements to the client's server. The client's existing graphics, content and data will be integrated into the site along with additional graphics and video elements as required. The framework will support a fully customizable unique landing page (home page), unique interior pages (five different layouts), integrated SEO toolset and integrated blog/news. The site will be fully responsive for three (3) screens: desktop, tablet & handheld and with mobile optimized content.

Project Investment

Service	Price
Design, Develop and Deploy Framework Includes: Core web-platform ecosystem, ecommerce module, a/b landing page module, contact/location pages, up to five interior pages (unlimited capacity), integrated SEO toolset built on a fully responsive and mobile optimized design.	\$3,500.00
Suggested Product/AddOn Selling	\$500.00
Premium Annual Web Hosting – Optional Includes: Dedicated dual core, scalable LEMP server with 30TB of monthly bandwidth and SSL certificate. Service features monthly site backups, core/system updates and upgrades. (Renewable Annually)	\$300.00

Fee Schedule

- 50% due upon acceptance of the proposal before work commences
- Balance Due (50%) plus any authorized, incurred expense upon final approval and prior to site launch.

Next Steps

- To proceed with this project, we ask you to take the following steps:
- Accept the proposal "as is" or contact us to discuss desired changes.
Please note that changes to the scope of the project can be made at any time, but additional charges may apply.
 - Finalize and sign this proposal.
 - Submit initial payment of 50% of total project fee along with executed copy of this proposal

Accepted by: **Error! Reference source not found.**

Date

Brad Rock
POB 340921
Austin, TX 78734

We accept checks (payable to: Brad Rock) and all major credit cards

Rock Media, LLC – Bradley Rock - April 11, 2017