



# PROPOSAL

ROCK MEDIA, LLC.  
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Cristina Alonso

## Project Overview

Cristina Alonso (the client) is seeking a new website to support the client's new ecommerce business. The new site is to be based on design inspiration from GoDaddy website builder layout, Acutouch and will integrate design concepts from the client's logo and style guide in addition to input from client as needed. The website framework requires flexibility to ensure future functionality, sections and landing pages can be accommodated without additional development work.

## 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), ecommerce module, integrated SEO toolset and integrated news. The site will be fully responsive for three (3) screens: desktop, tablet & handheld and with mobile optimized content.

## Project Investment

Service	Price
<b>Design, Develop and Deploy Framework</b> Includes: Core framework including landing page, ecommerce module, contact/location pages, interior pages, integrated SEO toolset built on a fully responsive and mobile optimized design.	\$2,750.00
<b>Premium Annual Web Hosting</b> Includes: Dedicated dual core, scalable LEMP server with 30TB of monthly bandwidth and SSL certificate. Service features daily, weekly and monthly site backups, core/system updates and upgrades. (Renewable Annually)	\$325.00
New customer discount	-\$325.00
<b>Project Total</b>	<b>\$2,750.00</b>

### 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: Cristina Alonso

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 26, 2021