



## **The Invigory**

*Prepared by:* Grant Kantsios, Kantsios, Inc.

*Prepared for:* Dave & Mackenzie, The Invigory

## **WordPress Website Conversion**

### **Website conversion from Craft CMS to WordPress**

**\$3,500**

Development/Migration

The proposal for this project involves converting the current website, [www.theinvigory.com](http://www.theinvigory.com), from Craft CMS to WordPress. This will allow for easier maintenance, updates and all us to expand The Invigory website as they expand into new markets.

### **Project Essentials**

The following elements are considered essential to the project:

- Make the website compatible on all devices - computer, mobile, tablet
- Design an easy-to-use website to increase the number of conversions (leads) via the website
- Development of information architecture into sitemap
- Development of interactive prototype to finalize functionality and any third-party integrations (ie. MindBody)
- Design user experience and user interface
- Develop working HTML/CSS website to best practice web standards
- Integrate website into WordPress content management system
- Integrate Search Engine Optimization best practices to increase visibility in popular search engines such as Google and Bing
- Test and debug beta version of website before launch
- Launch live website
- Integrate a daily and weekly backup schedule to protect the website
- Integrate Google analytics software
- Add in SEO meta data included on existing website from the current site

## **PROJECT TIMELINE**

We offer the following timeline for the redesign of the Gettin' Lippy with Brit website.

### **Discovery**

**1 Weeks**

Development of a sitemap and interactive prototype so that all functionality can be tested and approved in the browser.

### **Design**

**1-2 Weeks**

Design of website user experience and user interface to allow the target audience to easily navigate and use the website to achieve their needs.

### **Development**

**1-2 Weeks**

Development of a working website on the WordPress content management system.

### **Testing**

**1 Week**

Final testing and debugging on development server before launching.

**\*Please note that some of these items will overlap so the timeline is not exact.**

**\*\* Items in red are already completed**

## **NEXT STEPS**

To proceed with this project, the following is required:

1. Accept the proposal as is by notifying Kantsios, Inc. of approval.
2. Submit initial payment of 50% of total project fee.

Once these steps have been completed we will begin the project with an introduction of all relevant people and begin the discovery process.

## ONCE THE PROJECT IS COMPLETE

### **WordPress Support & Maintenance**

WordPress is a very powerful content management system that is developed using open source code. This means that anyone can download and use it. If the platform is not updated and protected properly, this can cause issues.

Maintaining, securing and updating your website can be time-consuming and difficult to understand. My goal is for you to focus on growing your business, and to let me handle your website.

<b>Website Care Plan</b>
30 minutes hour of support time/month (1-2 tasks)
Phone/email support
Monthly website reports
WordPress Updates
Security scanning
Performance scanning
Daily Backups
Daily Off-site backups (additional security)
Access to premium tools (over \$2K value)
<b>10% off additional work</b> <b>(\$108/hour, normal \$120)</b>
<b>\$147/month</b>

\*This care plan does not include SEO, only website hosting + maintenance.