

## Project Package

**Gaurav Chatwani**

|                  |   |
|------------------|---|
| Project Name:    | Client Name                             |
| Start Date:      | 6/16/2020                               |
| Package Category | PS2 - Web Design & Development Packages |

| Campaign Type  | Basic     | Advanced  | Premium    | Notes |
|--|-----------|-----------|------------|-------|
| Service Charges  | \$200     | \$450     | \$500      |       |
| Interesting Bonuses & Offers At The End Of The Package |           |           |            |       |
| Logo Designing & Branding                              |           |           |            |       |
| Logo Design Suggestions                                | 2         | 4         | 6          |       |
| Brand Tagline  | Yes       | Yes       | Yes        |       |
| Research For Logos                                     | Yes       | Yes       | Yes        |       |
| Industry Specialized Solutions /                       |           |           |            |       |
| Suggestions For Your Own Story Page                    | No        | Yes       | Yes        |       |
| Branding Strategy On Website Pages                     | No        | Yes       | Yes        |       |
| Unique Photography Portfolio                           | No        | No        | Yes        |       |
| Easy Step By Step Funnels                              | Yes       | Yes       | Yes        |       |
| Photography Blog Setup                                 | Yes       | Yes       | Yes        |       |
| Custom Lead Chatbot Script                             | Yes       | Yes       | Yes        |       |
| Unlimited Revisions                                    | No        | Yes       | Yes        |       |
| Designing, Writing & Number of Pages                   |           |           |            |       |
| Number of Pages  | 3-4 Pages | 6-7 Pages | 8-10 Pages |       |
| Content Writing  | Yes       | Yes       | Yes        |       |
| Chatbot Script Writing                                 | Yes       | Yes       | Yes        |       |
| Graphics on Pages                                      | Yes       | Yes       | Yes        |       |
| Website Tasks  |           |           |            |       |
| Hosting & Domain Connect                               | Yes       | Yes       | Yes        |       |
| CDN Setup  | No        | Yes       | Yes        |       |
| Pages List Setup                                       | Yes       | Yes       | Yes        |       |
| Plugins Setup  | Yes       | Yes       | Yes        |       |

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| Themes Setup   | Yes   | Yes      | Yes                |       |
| Customization Of Whole Theme                           | No    | Yes      | Yes                |       |
| Emails Setup   | No    | No       | Yes                |       |
| Backup Installation On Website                         | Yes   | Yes      | Yes                |       |
| Theme Integration                                      | No    | No       | Yes                |       |
| Outline of Website Design                              | Yes   | Yes      | Yes                |       |
| Menu Design  | Yes   | Yes      | Yes                |       |
| Calendly Integration On Website                        | Yes   | Yes      | Yes                |       |
| Chatbot Script On Website                              | No    | Yes      | Yes                |       |
| Favicon On Website                                     | Yes   | Yes      | Yes                |       |
| Contact Form Setup On Website                          | Yes   | Yes      | Yes                |       |
| Slider Setup in Header                                 | No    | Yes      | Yes                |       |
| Footer Design & Linking                                | Yes   | Yes      | Yes                |       |
| Popup & Push Notifications Setup                       | No    | No       | Yes                |       |
| SEO Friendly Optimization                              |       |          |                    |       |
| Optimization in FAQ & Reviews                          | No    | Yes      | Yes                |       |
| Photography Package Optimization                       | No    | No       | Yes                |       |
| Robots.txt   | Yes   | Yes      | Yes                |       |
| Sitemap.xml  | Yes   | Yes      | Yes                |       |
| Page Speed Optimization                                | Yes   | Yes      | Yes (CDN Advanced) |       |
| Mobile Friendly  | Yes   | Yes      | Yes                |       |
| Canonical Tag HTAaccess Settings                       | Yes   | Yes      | Yes                |       |
| Breadcump Setup  | Yes   | Yes      | Yes                |       |
| Analytics Tracking Setup                               | Yes   | Yes      | Yes                |       |
| Webmaster Tracking Setup                               | Yes   | Yes      | Yes                |       |

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| Tagmanager Setup                                       | Yes                  | Yes       | Yes                 |       |
| Slug Formatting  | No                   | Yes       | Yes                 |       |
| Broken Links Remove                                    | Yes                  | Yes       | Yes                 |       |
| Manual Audit   | No                   | No        | Yes                 |       |
| User Intention Content Optimization                    | No                   | Yes       | Yes                 |       |
| Metadata Creation                                      | Yes                  | Yes       | Yes                 |       |
| Alt Tags Optimization                                  | Yes                  | Yes       | Yes                 |       |
| Headings tag optimization                              | Yes                  | Yes       | Yes                 |       |
| Page Experience Review                                 | No                   | Yes       | Yes                 |       |
| Call To Action Optimization                            | No                   | No        | Yes                 |       |
| A/B Testing  |                      |           |                     |       |
| Contact Form Testing                                   | Yes                  | Yes       | Yes                 |       |
| Tracking Tools Testing                                 | Yes                  | Yes       | Yes                 |       |
| Funnel Review  | No                   | No        | Yes                 |       |
| User Process Review                                    | Yes                  | Yes       | Yes                 |       |
| Delivery   |                      |           |                     |       |
| Delivery Time  | 4-5 Weeks            | 4-6 Weeks | 4-8 Weeks           |       |
| Revisions  | No - Additional Cost | Yes       | Unlimited Revisions |       |
| Support  |                      |           |                     |       |
| Email/Phone  | Yes                  | Yes       | Yes                 |       |
| Skype/Whatsapp/Telegram                                | Yes                  | Yes       | Yes                 |       |
| Ticket in Trello On-Boarding System                    | Yes                  | Yes       | Yes                 |       |

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| Interesting Bonuses & Offers At The End Of The Package        |                              |          |         |                                |
| Third-Party Charges From Client Side                          |                              |          |         |                                |
| Domain  | \$15.95 For 1 Year           |          |         | <a href="#">Book Domain</a>    |
| Hosting   | \$5.95/mo OR \$72 For 1 Year |          |         | <a href="#">Choose Hosting</a> |
| 20+ Themes - Choose Your Favorite                             | \$50 - \$70 Theme Charges    |          |         |                                |
| CDN Service   | \$20/mo                      |          |         | <a href="#">CDN Service</a>    |
|   |                              |          |         |                                |
| Offers // //  |                              |          |         |                                |
| If you take our Premium Package, you will get these benefits: |                              |          |         |                                |
| 3+ Additional Pages   |                              |          |         |                                |
| Premium Chatbot Scrips For Better Lead Generation             |                              |          |         |                                |
| 2+ Additional Content Writing                                 |                              |          |         |                                |
| Access to Premium Ebooks, Videos & Blogs                      |                              |          |         |                                |
| The End   |                              |          |         |                                |