



Our Office
O N L I N E

Basic Therapy Website Build Package

Cost: \$800

- 50% deposit and 50% at completion

Build time: About 3 weeks

Ongoing fees:

- Listed on last page separately
- **Purchased as a package - \$350/year (\$75 savings)**

*Prices to be reassessed on April 1st, 2023

** 20% discount on this package for [A Change for Better \(ACFB\)](#) Professional Members

What's Included?

- The setup of your **domain on WordPress** and the installation of an **SSL certificate** to keep your traffic secure.
- Setup of **Google Workspace email account** using your chosen domain (ongoing user costs are your responsibility) as well as **Google Analytics** so you can track how many visitors you have to your website.
- **1 year of cloud-based hosting** via our dedicated and secure hosting server to keep your website running fast for any visitors who might happen upon it.
- The setup and maintenance of **Elementor builder** and the **Astra Pro premium theme** to ensure you have the most flexibility in designing your webpage.
- The design and setup of the **Home, About Me, My Services, and Contact Me**, with a **Contact Me form** at the bottom of each of your pages to attract potential clients to reach out.
- **Responsive design** that will look good on desktop, tablet, and mobile devices.
- **Monthly Maintenance for 12 months:** Updates to all plugins, back-ups of your website, and site health checks reports sent to your email
- Documentation and a **45-minute call** going over how to update your website.

What We Need From You:

- **Access to your chosen domain name.** If you have not already done so, please purchase a domain name from a provider such as GoDaddy.
- **Any logos you may have and a set of branding guidelines if you have them.** We can provide logo and brand guidelines for an additional fee.
- **Any headshots or other photos** you'd like used throughout your website.
- **Text for your website** - what will your pages say?
 - Home
 - About Me
 - Services
 - Contact Me
- **Complete our initial questionnaire**

How the Process Works:

- Once we have the initial questionnaire and access to your domain, we will go ahead and set it up in WordPress with Elementor as the builder and Astra as the theme. You can review template choices here. [-Templates-](#) You are also welcome to choose a template outside of our collection as well at your cost.
- Once we have a rough estimate of what the pages will look like, we will send you links to view and provide feedback on the design.
- We then enter in your details, text, and photos and set up the Contact Me form to go to your chosen email address.
- Once the details have been transferred, the build will be complete and we will then set up a 45-minute call to go over how your website works and how to modify your pages. We will record the session and provide you with written documentation as well.

Extras and Add-Ons:

- **Additional pages or templates:** \$125 each up to 5 sections, \$250 for 5-9 sections
- **Logos and Brand Guidelines:** \$250 , Logo only: \$175- includes 3 revisions
 - Additional revisions - 1 for \$50, 3 for \$100
- **Amelia Booking Plugin** - setup and maintenance for 1-year including the creation of 2 bookable services. This plugin allows clients to book and pay directly via your website for your services. We will also connect the plugin with your Google Workspace products (Calendar and Meet)
 - **\$500 setup, \$100 per year ongoing** - includes plugin maintenance
 - Additional bookable services - \$50 per bookable service
- **Tutor LMS Plugin** setup and maintenance for 1-year including the upload of 1 course. This plugin is for adding courses for sale on your website
 - **\$800 setup, \$150 per year ongoing** - includes plugin maintenance
 - Additional course setup - \$200 per course, up to 8 lessons

Extras and Add-Ons:

- **SEO package: \$750 (\$250 savings!)** – Have the team at OOO action the recommendations made during your full site SEO audit. Includes:
 - Research of up to 20 keywords to use throughout your site
 - **On-Page SEO** fixes for up to 5 pages
 - **Off-Page SEO** for 1 keyword with a minimum of 30 backlinks
 - **Technical SEO** – ensuring your website is performing at its' peak for Google algorithm
 - 1 **Original Article** packed with SEO using the keyword of your choice
- **Web Copy Package: \$400 (\$250 savings!)** – Have the writing team at OOO help you finish off your website through the creation of text for **all of your 4 pages** – Home, About Me, Services, and Contact Me

Ongoing Costs Break Down:

- **Cloud-based web hosting with up to 5GB of Storage and SSL Certificate renewal:** \$125/ year
- **Monthly Maintenance:** Updates to all plugins, back-ups of your website, and site health checks reports sent to your email - \$200/ year
- **Elementor Theme Builder and Astra Premium Theme:** \$100/ year

Price if all were purchased separately: \$425

Purchased as a package - \$350/year (\$75 savings yearly) - BEST DEAL

Or \$32.50 monthly (\$35 savings yearly)