



**Our Office**  
O N L I N E

## **Premium Website Build Package for Selling Courses Online**

**Cost: \$2,500**

- 50% deposit and 50% at completion

**Build time:** About 8-10 weeks

**Ongoing fees:**

- Listed on last page separately
- **Purchased as a package (Elementor, Astra, Amelia, and Tutor LMS) with maintenance - \$550/year (\$150 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 and purchasing** of your **domain on WordPress** and the installation of an **SSL certificate** to keep your traffic secure. *\*Domain name value up to \$70NZD/year*
- Setup of **Google Workspace email account** using your chosen domain (ongoing user costs are your responsibility) and the setup of Google Analytics to track website views.
- **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, Contact Me, Terms and Conditions, Privacy Policy**, 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 **1-hour call** going over how to update your website.
- The creation of **1 logo** and a simple set of **brand guidelines**.

# What's Included?

- The setup and maintenance of the **Amelia Booking Plugin** – get your clients to book and pay for sessions directly on your website! Connects with Google Meet and Google Calendar for seamless booking.
- A full site **Search Engine Optimisation (SEO)** audit with recommendations for ways to improve your ability to rank first on Google.
- **SEO package:** 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 to help drive traffic to your website
- **Web Copy Package:** Have the writing team at OOO help you finish off your website through the creation of text for 5 pages – **Home, About Me, Services, Contact Me, and My Articles**

# What We Need From You:

- **Domain name ideas - pick your top 3-5 for us to choose from.** We will purchase your domain name for 12 months, up to \$80NZD in value yearly.
- **Any logos ideas you may have, icons, fonts, or colours.**
- **Any headshots or other photos** you'd like used throughout your website.
- **Discussion around the text for your website** - what will your pages say?
  - Home
  - About Me
  - Services
  - Contact Me
  - Privacy Policy
  - Terms and Conditions
- **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 own cost.
- Once we have a rough estimate of what the pages and text will look like, we will send you links to view and provide feedback on the design and writing.
- We then enter in your details, text, and photos and set up the Contact Me form to go to your chosen email address. This is also when we will set up your Amelia Booking Plugin features and will need information around what services you plan to offer.
- Once the details have been transferred, the build will be complete and we will then set up a 1-hour 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
- **Web Storage needs above 40GB:** Price upon application

# Ongoing Costs Break Down:

- **Cloud-based web hosting with up to 40GB of Storage and SSL Certificate renewal:** \$150/ year
- **Elementor Theme Builder and Astra Premium Theme:** \$100/ year
- **Monthly Maintenance:** Updates to all plugins, back-ups of your website, and site health checks reports sent to your email - \$200/ year
- **Amelia Booking Plugin** - This plugin allows clients to book and pay directly via your website for your services. It also connects seamlessly with Google Workspace products (Calendar and Meet)
  - \$100 per year ongoing - includes plugin maintenance
  - Additional bookable services - \$50 per bookable service
- **Tutor LMS Plugin** - This plugin is for adding courses and membership abilities to your website
  - \$150 per year ongoing - includes plugin maintenance
  - Additional course setup - \$200 per course, up to 8 lessons
  - Additional paid membership setup - \$100 per membership

**Price if all were purchased separately: \$700**

**Purchased as a package - \$550/year (\$150 savings) - BEST DEAL**

**Or \$51.00 monthly (\$88 savings yearly)**