



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

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

**Cost: \$1,750**

- 50% deposit and 50% at completion

**Build time:** About 6 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 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)
- **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, My Articles, My Bookings, My Courses, Login, Terms and Conditions, and Privacy Policy**, with a **Contact Me form** at the bottom of each of your pages to attract potential clients to reach out.
- Documentation and a **1-hour call** going over how to update your website plus an additional **3 hours of web development hours** you can use throughout the year for any issues that may arise.

# What's Included?

- **Responsive design** that will look good on desktop, tablet, and mobile devices.
- 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.
- The setup and maintenance of the **Tutor LMS** Membership and Course Creation plugin. This package includes the addition of 1 course with up to 8 lessons, a free membership option, and a paid membership option.
- A full site **Search Engine Optimisation (SEO)** audit with recommendations for ways to improve your ability to rank first on Google.
- **Monthly Maintenance for 12 months:** Updates to all plugins, back-ups of your website, and site health checks reports sent to your email

# 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
  - My Articles
- **Information for your Tutor LMS membership setup** - the details for
  - Courses
  - Emails to user
- **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 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. This is when we will set up Amelia Booking plugin and Tutor LMS and will need to have further information around your services, courses, and membership levels.
- 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
- **Logos and Brand Guidelines:** \$250 , Logo only: \$175 - includes 3 revisions
  - Additional revisions - 1 for \$50, 3 for \$100
- **Web Storage needs above 40GB:** Price upon application
- **SEO package:** \$700 (**\$300 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 to help drive traffic to your website
- **Web Copy Package:** \$500 - 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

# 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)**