



WELCOME TO

ELEMENT



HELLO

TABLE OF CONTENTS:

01. COMPANY INFORMATION

02. OUR APPROACH

03. TEAM COMPOSITION

04. OUR WORK

05. BUDGET

SECTION ONE:
COMPANY INFORMATION





**YOU CANNOT YIELD THE FULL
POTENTIAL OF A WEBSITE
WITHOUT AN INTEGRATED
MARKETING MINDSET.**



REAL PARTNERSHIP

WHERE COLLABORATION DRIVES RESULTS

First things first, you'll notice that working with us isn't going to be like working with other outside vendors—because we're not a vendor. **We're an extension of your team.**

We prioritize partnerships that are the right fit, so when we join forces, we're all in – ready to collaborate and make things happen. Together, we'll unlock the full potential of our teams, creating strategies that don't just meet goals but elevate them—driving real value at every turn.



OUR BRAND VALUES

OWN IT

Take ownership. When we say something will be done, it gets done. No matter what.

STAY CURIOUS

Ask why. Search more. Don't ever think you've got it all figured out. Challenge the way things have always been.

CREATIVE SWAGGER

Leverage the power of creative thinking and collaboration and deliver brilliant, standout work and ideas.

LEVEL UP

In all areas, personally and professionally, we constantly push ourselves to reach the next level.

CONTINUOUS IMPROVEMENT

Communication is a two-way channel that fuels our journey. Feedback is how we grow and get better.

ELEMENT BY THE NUMBERS

- 1 official mascot, Canuck the Moose, headquartered in De Pere, Wisconsin
- 8.2 years, the average tenure of our top 10 accounts
- 21+ years as a full-service marketing agency
- 45 full-time creative problem-solvers



65% National
20% Regional
15% Local



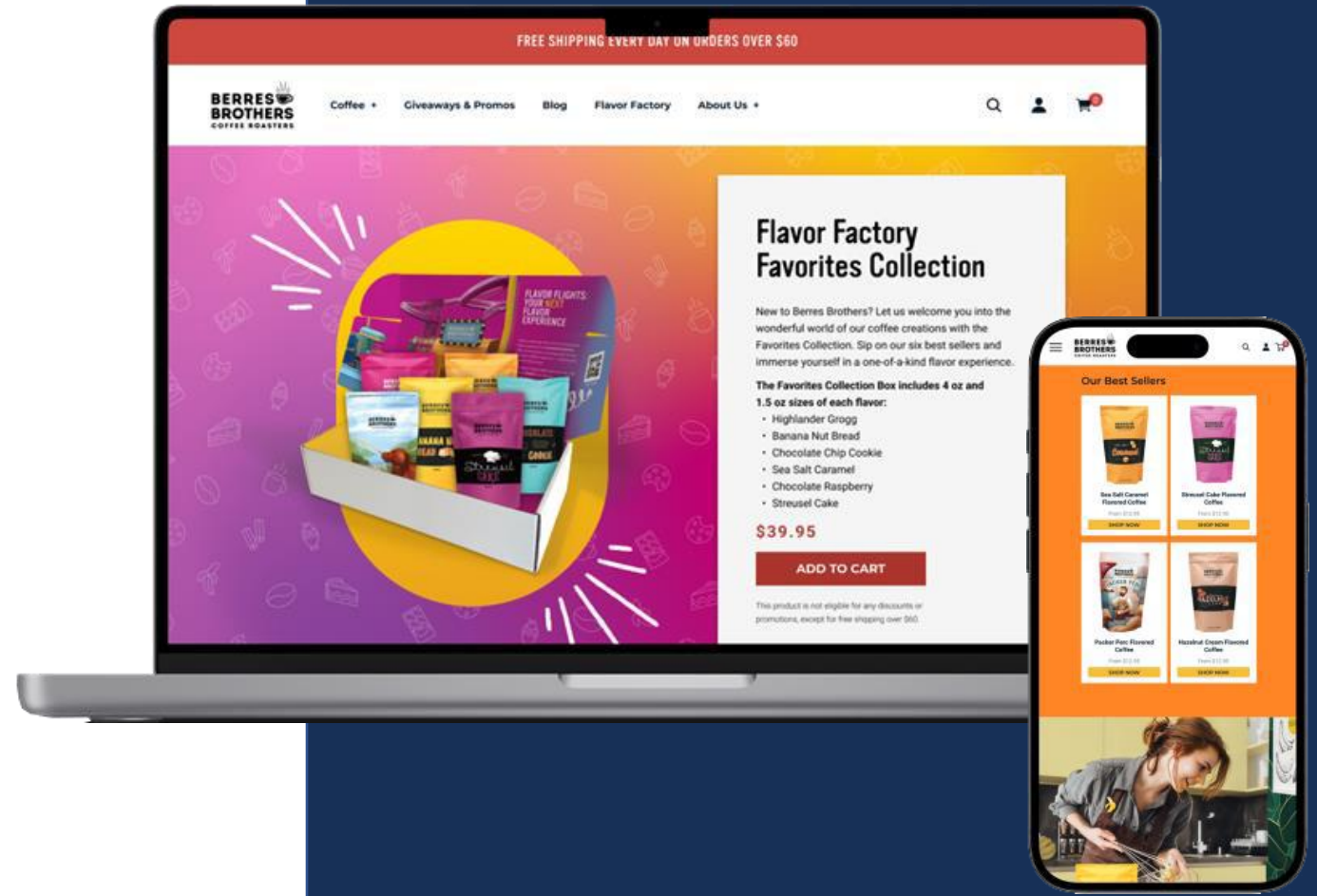
60% B2B
40% B2C



STRATEGIC WEBSITE APPROACH

RESULTS-DRIVEN

Like everything we do, our website design approach is rooted in **results-driven strategy**. Our team of user experience designers also bring a strong understanding of programming, ensuring a seamless handoff to your development team. This means your website will be built **efficiently** and without unexpected delays, keeping your project on track and aligned with your goals.



STRATEGIC WEBSITE APPROACH

OUR KEY DIFFERENCES

- ◆ Your bottom line is top-of-mind
- ◆ A deep understanding of SEO and the impact design has on proper optimization
- ◆ Our UX design-first mentality delivers results
- ◆ We're upfront and detailed when it comes to budget
- ◆ Mobile-first approach for user-centered design
- ◆ Expertise in diverse CMS technologies and integrations to properly design to technology requirements
- ◆ Our combination of experience: industry, B2B/D2C, and eCommerce/product-centric

FORWARD THINKING

We offer more than just websites. With Element, you gain access to a full team of marketing experts who will not only support your immediate Gravelly website design needs but are also available to assist with any future marketing efforts, helping activate your website and drive sales as your needs evolve.





STUDIO FORTY FOUR

OUR CONTENT STUDIO

Commercial Photography

- Food, Product, Lifestyle, Advertising, Industrial, Corporate, Architectural, Illustration, etc.

Commercial Video

- Broadcast, Corporate, Public Service Announcement (PSA), Social Media, Animation, Product/Demo, Culture, etc.

Other Services

- Drone, Computer-Generated Imagery (CGI), and Retouching

SECTION TWO: PROJECT APPROACH





**SUCCESS IS BUILT THROUGH
PARTNERSHIP AND TOGETHER
WE'LL MAKE IT HAPPEN.**





PHASE ONE: STRATEGIC PLAN

VISION TO EXECUTION

Prior to beginning the website build, we create a detailed strategic plan, which we call a Strategy & Structure Plan (SSP).

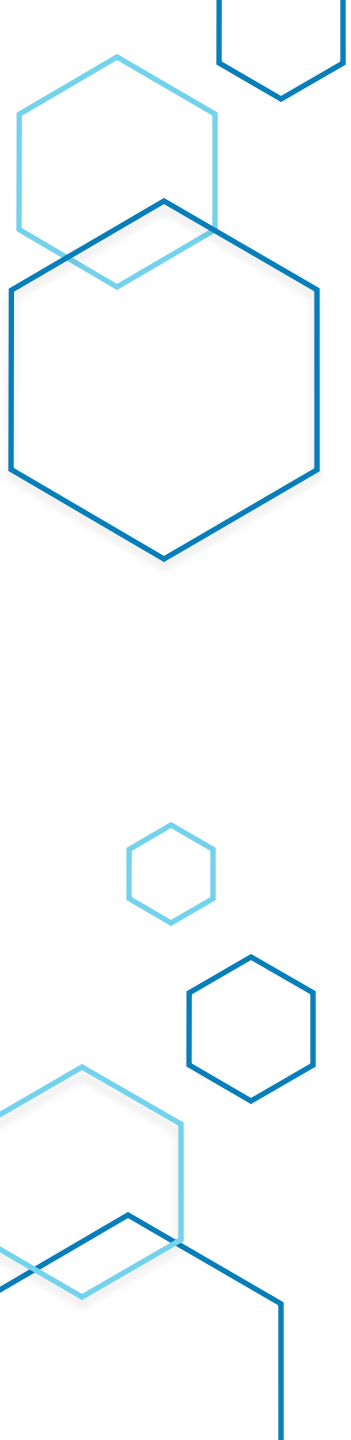
This unique project discovery process results in a comprehensive plan that aligns with your business goals and includes strategy, research, data analysis, technical constraints based on platform capabilities, and a design blueprint to guide your development team in bringing the website vision to life.

TLDR: It's the foundation of the project and the key to success, ensuring a smooth and efficient process from start to finish.

PHASE ONE: STRATEGIC PLAN

INCLUSIONS IN A STRATEGY & STRUCTURE PLAN

- Foundry visits
- UX/UI audit
- Analytics audit
- Competitive analysis
- Site architecture
- Brand alignment with mobile-first design strategy
- Homepage design concept
- SEO considerations
- Accessibility guidelines



PHASE TWO: WEBSITE DEVELOPMENT

USER-FRIENDLY + PURPOSE-DRIVEN

Our goal is to deliver a refreshed website that elevates Eck Industries' reputation for innovation, technical excellence, and high-quality aluminum casting. From aerospace to defense, your certifications speak volumes and your website should too.

We'll craft a digital experience that highlights your automation, showcases your expertise, and makes it easy for your team to manage content moving forward. By addressing challenges like mobile responsiveness, navigation, and load times, we'll build a modern platform that works as hard as you do.

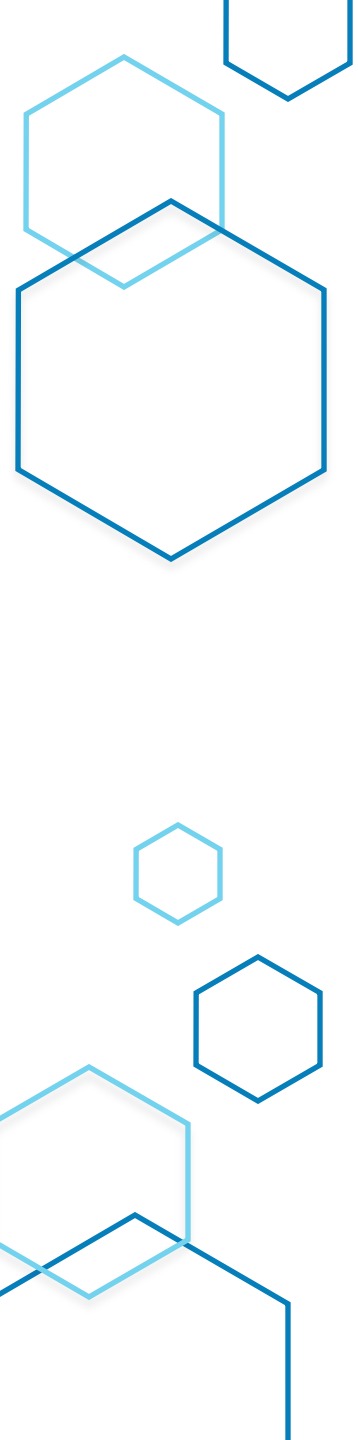
You bring the precision. We'll bring the creativity. Together, we'll build something that drives engagement, supports sales, and reinforces Eck's leadership across industries.



PHASE TWO: WEBSITE BUILD

INCLUSIONS IN DEVELOPING YOUR WEBSITE DESIGN

- **User experience optimized (UX) homepage design and layout**
- **User experience optimized (UX) interior pages design and layout**
- **Copywriting/copyediting**
- **User interface optimized (UI) responsive programming**
- **Front-end and back-end fully-responsive programming**
- **Design-lead CMS** (e.g. Wordpress) **customization**
- **Privacy compliance setup** (cookie consent, privacy policy linking, GDPR/CCPA guidelines as applicable)
- **CRM or email marketing integration if applicable**
- **Redirect mapping/SEO migration to retain any existing SEO value**
- **Front-end and technical SEO implementation**
- **ADA compliant design and programming**
- **Security setup** (spam protection, basic firewall/anti-bot setup as applicable)
- **Iterative testing prior to launch**
- **CMS training and documentation and hosting coordination**
- **Hosting coordination**





PHASE THREE: ONGOING SUPPORT

COLLABORATIVE PARTNERSHIP

As your site goes live, we shift into a strategic support role staying closely involved to ensure your digital presence remains effective, secure, and aligned with your evolving goals.

- **Provide ongoing content** updates, enhancements, and UX improvements as needed
- **Monitor site performance** and analytics to inform future optimizations
- **Offer design and brand** guidance to support new initiatives or seasonal updates
- **Ensure continued alignment** with accessibility and SEO best practices
- **Implement regular security** reviews and coordinate software/plugin updates to protect site integrity
- **Remain available for** troubleshooting, technical guidance, and proactive support

SECTION THREE: TEAM COMPOSITION





THE FIRST STEP IS ALWAYS THE
HARDEST. BUT IT'S A LOT EASIER
WITH SOMEONE BY YOUR SIDE.





PASSION

INTEGRITY



PARTNERSHIP



AUTHENTICITY

FULL-TEAM SUPPORT

LIKE HAVING A RELIABLE TEAMMATE
(OR 45 OF THEM)

Beyond those featured, you'll also have access to experts in strategy, programming, UX design, copywriting, digital marketing, data analytics and more.

Our depth of expertise and fluid internal structure allow us to scale resources based on the evolution of your needs. If a campaign requires additional creative development, or if we need to ramp up digital support based on market dynamics, we can quickly adjust our team composition to ensure we're supporting you effectively.

Let's have you meet **some** of your team ...



KEVIN HAMILTON

DIRECTOR OF TECHNOLOGY

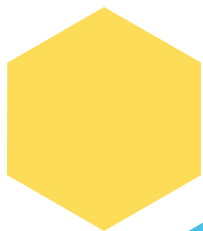
A technical superhero with decades of experience, always ready to conquer any challenge and save the day.



Success is about anticipating change, embracing it, and leading the way forward.

BRANDS I'VE WORKED WITH:





Certified
HubSpot Expert

JODY BENNETT

DIRECTOR OF BRAND STRATEGY

Her creative genius paired with website strategy crafts captivating user experiences that are UXtraordinary.



Be fearless in the pursuit of
what sets your soul on fire.

BRANDS SHE'S WORKED WITH:

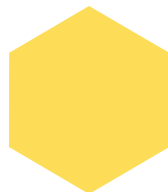
Foot Locker

FAITH
TECHNOLOGIES

MARION



Certified
HubSpot Expert



MONICA DORO

ART DIRECTOR | UX/UI

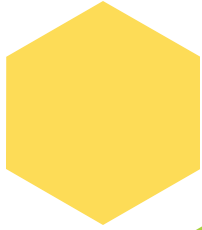
With an eye for emerging design trends and a passion for pushing creative boundaries, she crafts a brand's identity and enhances the user experience, making sure every project is a standout expression of innovation and vision.



Great design doesn't follow,
it leads.

BRANDS I'VE WORKED WITH:





BROCK MESSNER

DATA & INSIGHTS MANAGER

He leads analyzing trends and generating actionable insights that drive your strategy forward, enhancing your decision-making and optimizing performance.



Data fuels my passion to craft strategies that truly make a difference for our clients.



Certified
HubSpot Expert

BRANDS I'VE WORKED WITH:





Certified
HubSpot Expert

DEREK BLASZAK

DIRECTOR OF MARKETING & BUSINESS DEV

He blends digital expertise with strategic new business initiatives and relationships to take every brand he touches to new heights.

“

Marketing without data is
like driving with your eyes
closed.

BRANDS HE'S WORKED WITH:

KOHLER.

US Venture

OH SNAP!
pickling co.

SECTION FOUR: **OUR WORK**





WEBSITE EXAMPLES

WE SPECIALIZE IN CREATING B2B SOLUTIONS
THAT ENGAGE AND CONNECT WITH THE RIGHT AUDIENCE



WEBSITE EXAMPLES

Marion Body Works: <https://www.marionbody.com/>

Marion had a well-established brand that needed to be elevated for digital properties, along with a unique look and feel for each of their individual services.

Fresh-Lock: <https://fresh-lock.com/>

The Fresh-Lock website structure was created with two B2B audiences in mind: those that knew about packaging and what they were looking for and those that were new to the flexible packaging industry and needed education along the way to become a viable lead. Knowing how complex and technical their packaging solutions can be, the site strategically mixes top of funnel education with the right bottom of funnel details, creating a qualified lead generation platform.

Solvare: <https://www.solvarellc.com/>

Solvare is a partnership between two of Wisconsin's largest companies and they needed a very simple, but impactful website to establish the brand.

Additional Websites

We've partnered with a wide range of brands to create websites that communicate capabilities with clarity and confidence. Our experience in manufacturing and industrial sectors means we understand how to position complex offerings in a way that builds trust, supports sales conversations, and reinforces your leadership in high-spec markets like aerospace, defense, and beyond.

- <https://wafco.com>
- <https://nleco.com>
- <https://www.actionfloors.com>
- <https://wowlogistics.com>
- <https://www.wgrfurniture.com>
- <https://www.laclarefamilycreamery.com>
- <https://www.shopko.com>
- <https://jadin-jones.com>
- <https://herefordfoods.com>

More examples are available upon request.



OUR SERVICES

A FULL-SERVICE AGENCY ALIGNING STRATEGY AND CREATIVE





STRATEGY

Our strategies will elevate your strengths, set you apart from the competition, and engage your audience in an impactful way that ultimately leads them down the sales funnel and produces results.

- Primary and Secondary Research
- Competitive and Market Analysis
- Target Audience Profiling and Segmentation
- Customer Journey Mapping (Path-to-Purchase)
- Go-to-Market Messaging Strategy
- Marketing Communications Plan

BRANDING

Whether you're building it from scratch or revamping an existing one, Element has the expertise to carefully craft the components of a powerful brand, packaged neatly into a Brand Playbook to keep internal and external stakeholders perfectly aligned.

- Brand Objective
- Brand Position
- Brand Identity
- Brand Personality and Voice

CREATIVE

Cutting through the clutter and engaging your audience requires a deep understanding of your target audience and pairing that with your brand's unique value proposition.

At Element, we work at a high level to deliver your brand identity through impactful creative that's aligned with your goals. Translation? We get creative. You get results.

- Brand Identity Assets
- Campaign Concepts
- Traditional and Digital Design
- Direct Mail
- Tradeshows
- Environmental Graphics
- Media Assets (outdoor, digital, radio, TV, etc.)

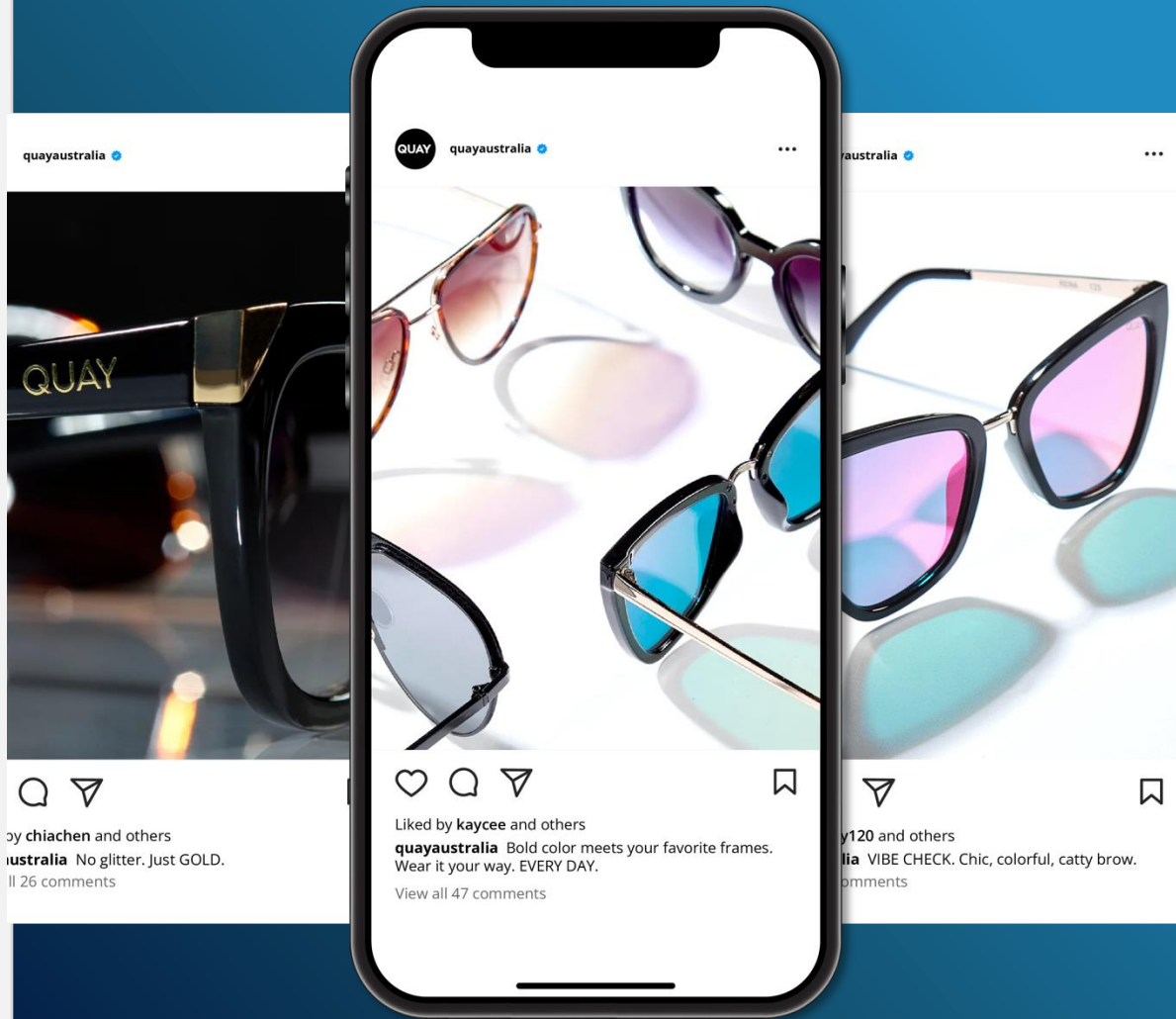




CONTENT

Content builds trust with your prospects and connects them to your brand while moving them through the buyer's journey. Our team of specialists create high-performing content and offer creative suggestions to bring that content to life and engage your target audience at various stages in the sales funnel.

- Photo and Video
- Optimized Blog Content
- Educational Resources
- Success Stories
- Email Marketing
- Social Posts
- Landing Pages



SOCIAL MEDIA

With social, authenticity is everything. It's where your brand builds trust, showcases personality, and connects meaningfully with your audience. With a focus on strategic creativity, we align your brand with the latest trends and create stories that resonate.

- Platform-Specific Strategy
- Social Content Capture and Creation
- Social Listening and Trend Monitoring
- Hashtag and Keyword Optimization
- Influencer and Ambassador Partnerships
- Paid Social Advertising



MEDIA

We offer traditional and digital media services. When combined, they enhance each other to maximize brand exposure and build brand awareness—and constantly adapt to bring qualified audiences to you.

- Customized Digital Display
- Behavior Targeting
- OTT Advertising
- Social Media
- Radio, Podcasts, and TV Advertising
- Out-of-Home Advertising
- Print Advertising
- Experiential Marketing
- Sponsorship Activations
- Search Engine Marketing (SEM)

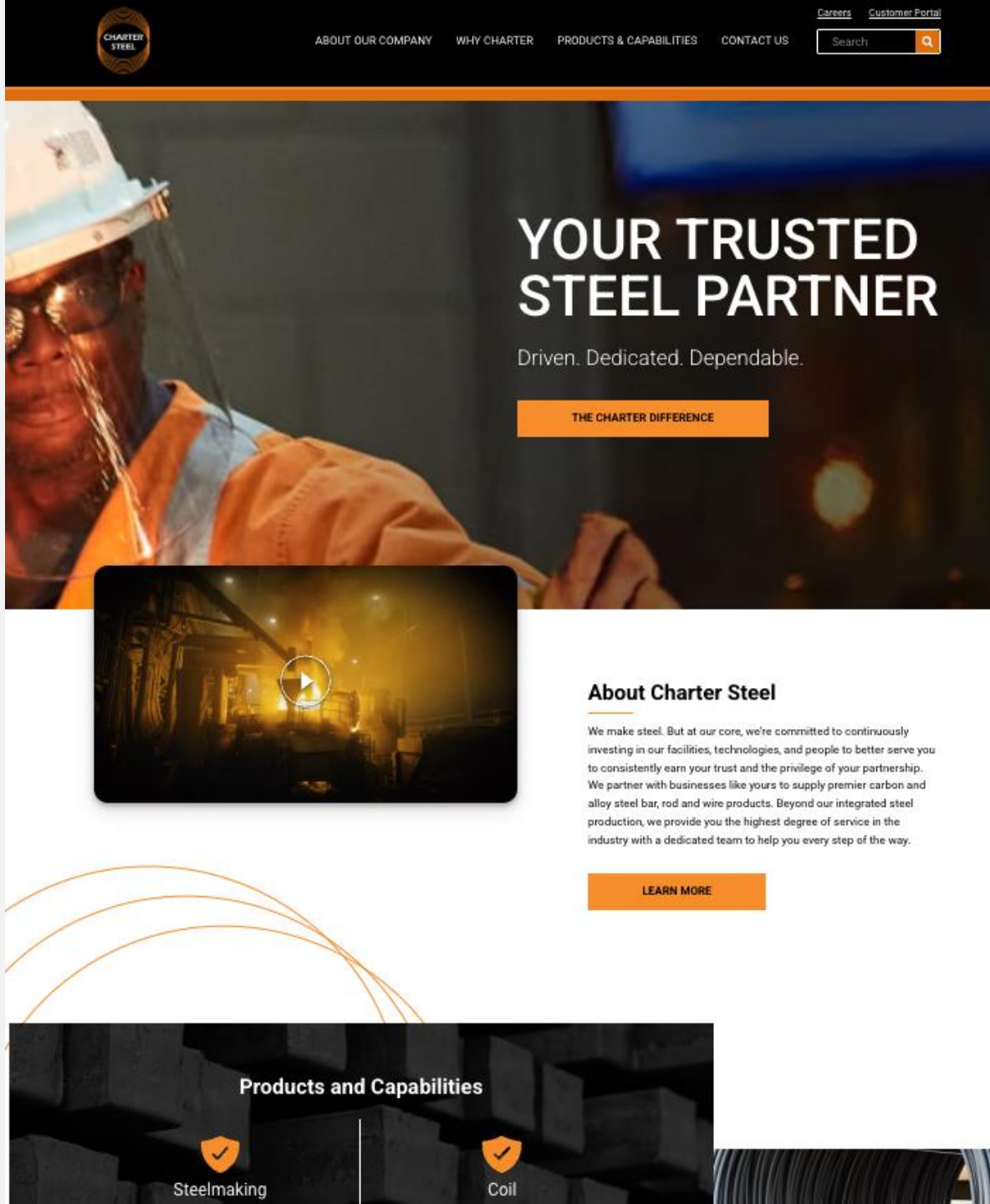


PUBLIC RELATIONS

From earned media to cause campaigns, we have the know-how to make your brand all the rage with key audiences and shed light on your industry expertise—all while integrating your campaign into a larger marketing strategy.

- Earned Media
- Community Relations
- Events and Cause Activations
- Industry Partnerships
- Branded Content
- Contributed Articles
- Influencer Campaigns
- Media List Development
- Press Releases





WEBSITES AND MOBILE APPS

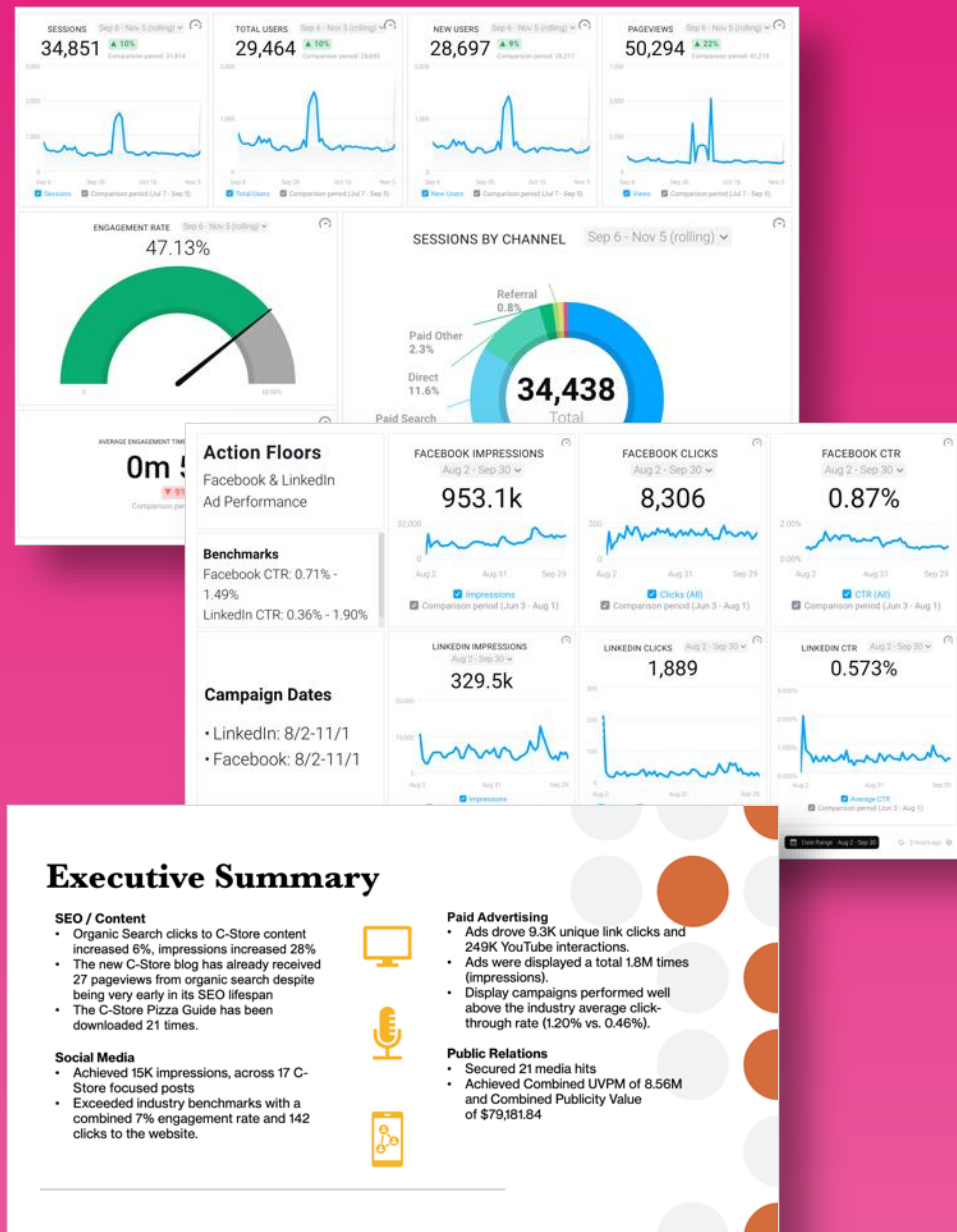
Whether you're looking to give your site a refresh or build a new site from the ground up, our expert team has your back. We use the right blend of technology and branding to create a powerful user experience with your brand.

- UI/UX Strategy, Content, and Design
- Custom Programming
- Content Management System Integration (CMS)
- Technology-Agnostic Approach
- Search Engine Optimization (SEO)
- Email Automation
- Americans with Disabilities Act (ADA) Compliance
- General Data Protection Regulation (GDPR) Compliance

REPORTING AND ANALYTICS

Some call us “data-obsessed” because we know that without data, there would be no results. Focusing on your audience and developing measurable goals is essential, but you must also adapt based on your audience’s behavior and the data. Our Integrated Reporting Strategy is an end-to-end framework that provides key insights, custom recommendations, and continuous improvement plans to do more for your bottom line.

- Defined Measurement Strategy
- Live Data Dashboards
- Key Insights and Recommendations
- Ongoing Monitoring and Analysis

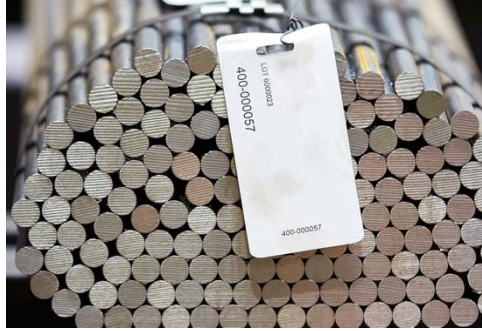




RECRUITMENT

When recruiting the right candidates starts to feel like a game of “Where’s Waldo,” Element is on your side. Our integrated approach leverages a proven range of tactics to help you integrate HR and marketing to attract, win, and retain the right employees.

- Recruitment Audit
- Job Application Experience Strategy
- Paid Media Mix
- Internal Recruitment Rewards
- Environmental Graphics
- ROI Tracking



VIDEO & PHOTOGRAPHY

With photography and video, first impressions matter. It's how your brand captures attention, tells its story, and leaves a lasting impact. With a focus on intentional visuals, we create content that feels real, looks incredible, and connects with your audience in all the right ways.

- Commercial & Industrial Photography
- Commercial & Industrial Video
- Testimonial & Interview Videos
- Social Media Content
- Voiceover & Sound Design
- Animation & Computer-Generated Imagery (CGI)
- Drone Footage & Aerial Photography

STUDIO FORTY FOUR

SECTION FIVE:
BUDGET PROPOSAL





EVERY DOLLAR INVESTED SHOULD
DRIVE IMPACT. WE'LL MAKE SURE
IT DOES.

OPPORTUNITY SUMMARY

WHAT IS THE GOAL?

Elevate Eck Industries' digital presence and support business growth through a scalable, modern website that reflects the brand's values, showcases its expertise, and connects meaningfully with key audiences.

HOW DO WE GET THERE?

- Build a user-friendly site experience that brings together form and function
- Create a refreshed design and messaging approach that speaks to authenticity, agility, and creativity
- Support SEO and content strategies that improve visibility and drive qualified traffic
- Ensure long-term flexibility with a digital foundation that grows alongside Eck's evolving needs
- Provide ongoing support, measurement, and optimization to ensure the site continues to perform and improve over time



WEBSITE DEVELOPMENT OVERVIEW

- ✓ Research and Strategy
- ✓ Content Planning
- ✓ Copy Development
- ✓ Homepage Design
- ✓ Interior Pages Design
- ✓ SEO & Benchmark Report
- ✓ Programming & Testing
- ✓ Launch

PROPOSAL DETAILS

1. Account Representation

Your Element account executive will be your day-to-day contact who is also coordinating all aspects of the website internally and externally. Your Element account executive will also provide ongoing status reports and host regularly scheduled status calls with your key stakeholders. Our account executives are more than project managers though. They are strategic thinkers who are well-versed in all aspects of marketing and branding. They are looking beyond just the project at hand, and how your marketing can continually make an impact. We want to build a relationship with you so both sides can succeed at our final goal: Improving your business.

2. Strategy

Our integrated marketing methodology translates to developing a strategically built website to grow and engage website visitors, focusing on making a positive difference to your bottom line. Our websites are created to meet your unique business goals and objectives and are rooted in a proven process developed from industry knowledge and over 21 years of experience. Our branding experts will meet with your key stakeholders to develop a comprehensive plan of action to accomplish your goals for the site. This plan will drive our project through to the finish line making sure every aspect of our work focuses on exactly what you want and your overall message shines through as every turn.

PROPOSAL DETAILS

3. Research

We will conduct competitive and industry research to better understand the current online ecosystem. This includes a competitive website analysis of three organic search competitors. We will also review existing analytics data and conduct category keyword research to develop a refined keyword list. These keywords and variances of them will then be used naturally throughout the on-page content, and within the URL structure, title tags, and page descriptions.

4. Site Navigation and Content Architecture Strategy

We will propose a new site navigation and content architecture plan that is strategic and user-friendly. This includes identifying gaps in any existing content/webpages. An intuitive navigation plan will help visitors find what they are looking for and provide a positive user experience. This includes a sitemap that outlines all pages within the site, defining the structure type for each page, outlining key content areas and layout, and identifying key calls-to-action for each page. One round of revisions are included.

PROPOSAL DETAILS

5. Content Analysis & Copyediting

We will review the existing website copy to determine what content can be repurposed for the new website based on quality, business changes, and the current navigation plan. We will then develop engaging and activating on-page copy leveraging your value proposition, supplied marketing/product materials, research, and any additional information provided. Content will be appropriately seeded with SEO keywords determined from our audit and rooted in the goal of the website, providing content that is valuable to your target audience as well as search engines that determine the rank of your site when searching organically. One round of revisions is included.

- The estimate includes copy development for up to 25 pages which will be populated in Word Documents for editing and approval.
- We will deliver content in phases (phases to be determined at project kickoff) to add efficiency to the project and optimize proofing time. This allows design and copy to work in tandem throughout the website process to continuously move the project forward.

PROPOSAL DETAILS

6. UX Graphic Design & Layout

We will create a fully responsive homepage design in alignment with your brand standards and baseline ADA compliance*. Two rounds of revisions are included for the homepage layout. After the homepage is approved, we will then execute the design and layout of six interior page templates. One round of revisions is included for each interior page template.

- All design files will be created and delivered in Figma.
- Changes to design and layout after the site enters programming will result in a change of scope.
- Note: Estimate does not include design and layout for every page of the website. We will identify and assign template types for each page of the website and utilize those templates consistently for content, design, and programming creation.

PROPOSAL DETAILS

7. Programming & User Interface Optimization

After copy and design are approved, Element will begin programming and populating the website. The website will be accessible through a user interface supported by WordPress. The site will be programmed with all possible user environments in mind. We ensure that all visitors will have the same experience regardless of platform (e.g., Mac or Windows) or browser (e.g., Chrome, Firefox, or Safari). The estimate includes programming seven web page templates and populating content for 25 pages leveraging those templates and includes the following:

- Private password protected beta site for review and testing prior to launch
- Integrating links to social media profiles
- Contact forms as outlined within architecture plan
- Importing news content and resources as-is from current platform
- Integration with existing CMS or email software if applicable
- Integration of multimedia assets as supported by design
- External link to existing careers portal (<https://www.paycomonline.net>)

NOTE: Changes to copy, design, or layout after the site has moved into programming may result in additional charges. If programming requirements or additional project deliverables are identified after this estimate is approved, a change request will be provided.

PROPOSAL DETAILS

8. Responsive Programming

We will optimize the flow of content and graphics for mobile devices including iPhone, Android, and iPad devices (see specific devices in website terms below). Responsive programming will detect the viewing device and size the site automatically.

9. Customized WordPress Content Management System (CMS)

Your website will utilize a password-protected content management system to allow you to make copy edits, update images, and review form submissions. The WordPress CMS has been selected for this site as it offers a multitude of plugins for future expansions. Our approach to website development is different. We program sites to give you the autonomy to update the website after launch. Each WordPress CMS is extremely customized to meet your specific needs based on your design and content architecture, providing you with the ability to intuitively manage your website without incurring ongoing website management expenses. For updates that do require our expertise, a web maintenance retainer is available as a supplement further down in this estimate.

PROPOSAL DETAILS

10. Testing & Revisions

Programming will be executed in phases that align with the design. The programmed pages will be made available for testing on a password-protected staging site. Each phase will include (1) round of beta revisions. Upon the initial completion of programming, the site will enter a final beta-testing phase at which time you will be able to review the site in its entirety before launch, with (2) rounds of revisions during this phase. We encourage clients to group changes accordingly to maximize efficiency, keep the project on budget, and meet launch dates. Revisions at this phase include:

- Simple text changes such as word edits, number edits, copy additions, and deletions.
- Link/address changes.
- Programming changes to align the developed page to the approved design

Revisions to programmed pages will be applied directly to the staging site, not to the Figma designs. Your site will also undergo extensive internal testing and proofing by multiple cross-functional teams at Element during the beta phase. Upon final approval of the staging site, we will coordinate and execute the website launch and the decommission and redirects of the division sites

PROPOSAL DETAILS

11. Training

Prior to launch or shortly after, you will receive an electronic training manual that will be an important resource as you begin to interact with your newly developed customized WordPress website. It will include important information and login credentials, as well as documentation on how to update and manage your website.

12. Search Engine Optimization

We utilize a foundation of enhancement procedures and strategies to reach a targeted visitor, generating quality traffic that produces true sales leads, beyond the keyword integration. Element will provide and implement title tags, meta tags, H1s, page redirects, image alt tags, and relevant internal links to optimize content for search. We will also perform technical SEO checks while the new site is in beta before launch and 2-days post-launch to notify you of any discrepancies and/or recommendations to ensure a successful SEO foundation for the new site. Google will be notified of old search console accounts being redirected to the new site and the new sitemap will be submitted to Google Search for indexing.

PROPOSAL DETAILS

13. Hosting

Element will coordinate the transfer of the website. Hosting requirements must be provided prior to development. If a new hosting provider is required, we recommend WP Engine and can facilitate account setup.

14. 10-Day Post-Launch Support

Following the launch, your site will enter a 10-business-day maintenance phase. During this phase, we will make minor copy edits and fix any bugs that are found. After these 10 days, we will consider the project complete (unless there are documented bugs still being worked on). Changes and fixes to the site following the maintenance period will be billed at our hourly rate.

15: ADA (Americans with Disabilities Act) Plug-In Implementation*

ADA compliance refers to adherence to the regulations outlined in the Americans with Disabilities Act, ensuring that entities provide equal access and opportunities to individuals with disabilities. Your website will be designed with ADA in mind (as noted above and below). In addition, Element will execute the installation of an ADA plugin tool on the website. Any ongoing monthly subscription fee will be billed directly to the client (generally between \$50-\$100/mo). Any ongoing website updates as directed by the tool will be outside the scope and can be executed inside a monthly website retainer.

PROPOSAL DETAILS

INVESTMENT: \$44,500 (+/- 10%)

MAJOR MILESTONE TIMELINE:

Weeks 1-2 Proposal approval, onboarding, detailed timeline, and asset collection

Weeks 3-4 Strategy, site architecture, concept, and navigation plan

Weeks 5-6 Homepage design

Weeks 6-8 Interior page design

Weeks 9-11 Programming

Weeks 12-14 Review, final testing, and launch

This timeline is an approximation based on previous projects of similar size. Final timeline is based on current production schedule at time of proposal approval.

See next page for additional opportunities.

ADDITIONAL OPPORTUNITIES

A. Visual Storytelling for Brands | Premium Commercial Photography & Video

Cost includes two days of photo and video capture at one location.

Video cost includes creative concepting, scriptwriting, storyboard creation, two videographers, production, and video editing. The final deliverable includes (1) 2–3-minute video (standard 16:9 aspect ratio) that focuses on technical capabilities, automation, and industry certifications. Cost also includes two rounds of revisions to the storyboard and script, two rounds of revisions on the 2–3-minute video, electronic transfer of final files, and project management.

Photography cost also includes the development of shot lists, pre-production and on-site coordination, electronic transfer of final files, lighting kit and equipment, one photographer, creative direction, and account management.

Deliverables include final photo selects and final video to be used a brand asset library for future and ongoing marketing projects.

Investment: \$25,000-\$30,000

ADDITIONAL OPPORTUNITIES

B. Ongoing Basic Security Monitoring (12 Months)

- Establishment of a 12-month automated monitoring program for the below metrics
 - Website availability
 - DNS configuration validity
 - SSL configuration validity
 - Average TTFB monitoring
 - Note: As part of onboarding/setup, we will gather any contacts you want to be alerted by Email / SMS of any detected issue.
- Weekly manual review of WordPress Site Health report
- Monitoring and remediation of Smart Plugin Manager alerts, if your site uses SPM
- Manual website clickthrough audit for UX regressions or opportunities, (6) times/year (costs to implement audit recommendations are not included)

Investment: \$6,000/year

ADDITIONAL OPPORTUNITIES

C. Update/Troubleshooting Support Retainer

Cost includes, monthly retainer of 10 hours for ongoing support, ad hoc website updates, troubleshooting and issue resolution, support hours roll forward month-to-month.

Investment: \$21,000/year

Approval:

- ☐ Website Development
- ☐ Commercial Photography & Video
- ☐ Ongoing Monitoring and Deliverables
- ☐ Ongoing Update/Troubleshooting Support

Authorized Signature: _____ Date: _____



THE HOME OF
*Total Brand
Chemistry*

GREAT WORK. BOTTOM LINE.

LET'S GET STARTED.

FURTHER DETAILS

CONFIDENTIAL. This document contains proprietary information. Please do not release the information contained within this document without Element's written consent.

A detailed timeline will be provided upon project kickoff based on our current production schedule at that time. This proposal is for described work only and is based upon acceptance within 30 days. Working files will be provided upon request once the project is complete. Files requested six months or more following the completion will require a minimum \$150 unarchiving fee. Purchase of stock photography and/or videography is additional. All imagery/photos/video to be provided and must be web-ready. Image clipping is not included. Please note that this proposal was created based on the needs discussed and that the Site Navigation and Content Architecture Strategy may reveal additional opportunities not outline within this estimate.

Proofreading is a shared responsibility. Element uses a very thorough proofing process, making every effort to double-check each vital detail, both visual and copy. Likewise, we expect our clients to carefully review proofs during each round of revisions. We're in this journey together, yet final file responsibility must ultimately rest with the client.

FURTHER DETAILS

By signing this contract, you agree to the following website terms:

1. Payment

Payment is due on the following schedule: 50% upon signing this contract and 50% upon completion. If we have completed our development and are awaiting final changes from the client for more than 14 days, the final payment will be due and issued.

2. Testing

We subject all of our work to an internal quality assurance process and a beta testing period before launch. Our testing includes navigating the website at multiple display sizes on both Windows and Mac operating systems. We limit our testing to the latest version of Firefox, Chrome, and Safari unless any older browser versions have been specifically called out in the estimate. Because of the complexity of modern websites and the variability of hardware and software used to view websites, defects can and do sometimes escape our attention during the development and QA process. We strongly encourage you to thoroughly proof and test your site during the beta testing period, and we provide a support period for defects discovered post-launch.

FURTHER DETAILS

3. Site Launch

The website will be transferred from a beta server to a live server. This process can take up to four hours and can potentially disrupt functions of the website. We will closely monitor this process and conduct a site-wide review immediately following launch. Because the duration of this process can be lengthy and should be monitored, we do not launch websites after 3pm Monday through Thursday or after 12pm on Fridays.

4. Support Period

All estimates include 10-days of post launch support to correct errors and/or fix bugs. Last minute changes within the scope of the original estimate can also be made during this time. Changes requested beyond these limits will be billed at our hourly rate. Once the support period has expired, we will consider the website/application complete and final unless there are specific documented issues still being addressed. Clients may enter into a monthly maintenance agreement or pay our hourly rate for additional support.

FURTHER DETAILS

5. Other Viewing Devices & Hardware

Unless specified in the estimate or ADD, websites are not guaranteed to display or function flawlessly on all devices including, but not limited to, mobile devices, TVs, readers, or tablets. When applicable, mobile websites and applications are tested under conditions that can be controlled in a simulator. We test in the latest version of iOS and Android unless any older mobile O/S versions have been specifically called out in the estimate. When testing mobile rendering, there are countless possible screen sizes; we limit our testing to aspect ratios - 5:3 (e.g. 1280x768 some Androids), 3:2 (e.g. 640x960 iPhone4s), 16:9 (e.g. 640x1136 iPhone5 and later and most Androids), and 4:3 (e.g. 1536x2048 iPad). Device hardware malfunctions and device-specific problems that we cannot troubleshoot in simulation are not included in this estimate. Please note that advanced ADA compliance is not standard in our website estimates and must be requested.

6. Software Updates

The majority of sites are built using at least one software program. Software occasionally requires users to download updated versions. Monitoring software updates and downloading new software versions is not included in this proposal but pricing can be provided upon request. While the risk of problems is small, clients assume the responsibility for any broken website layouts or functionality if they make updates themselves.

FURTHER DETAILS

8. *ADA Compliance

We understand the importance of ADA Compliance and will develop your site with this in mind. There is not a be-all-end-all list of requirements. There are, however, best standards for these types of regulations. Information provided by the W3C Web Accessibility Initiative provides guidelines for Web Content Accessibility, some of those items include:

- Text and images must have a contrast ratio of at least 4.5:1
- Adjusted color schemes or alternatives offered. For example, if a graphic uses colors to convey meaning, like a map with a key and color-coded region, there are other ways to understand the information besides the coloring.
- Text enlargement software accessible. For example, text must be able to be resized up to 200% without loss of functionality.
- All functionality is possible using a keyboard interface for individual keystrokes.
- Alternatives for audio content. For example, the audio cannot contain background sounds or the background sounds can be turned off.
- Moving graphics or elements like flashing lights do not occur more than three times to avoid triggering photosensitive epilepsy.
- Mechanisms can access any abbreviations within text to expand their form and assign meaning.

The items above are not all-inclusive, and this estimate only includes the design and programming elements of ADA Compliance within the scope of work stated above. The level of website ADA Compliance is determined by you. If additional or specific compliance elements that fall outside the scope of work are required, a supplemental estimate will be provided.



FURTHER DETAILS

9. Additional Needs

This website estimate includes stated quantities of deliverables and rounds of revisions. Below are supplementary development needs, if additional deliverables or revisions are needed.

One additional round of site navigation plan revisions	\$600
One additional Home page revision	\$900
One additional Interior page structure revision	\$1,500
One additional interior page structure	\$3,300
One additional round of provided copy changes during beta	\$1,200
One round of design changes during beta**	\$3,600

**Does not include template revisions or changes that would have site-wide implications.



CONFIDENTIAL. This document contains proprietary information. Please do not release the information contained within this document without Element's written consent.

goelement.com

2081 Profit Place
De Pere, WI 54115
920.983.9700

Derek Blaszak
Director of Business Development
Derek@goelement.com

