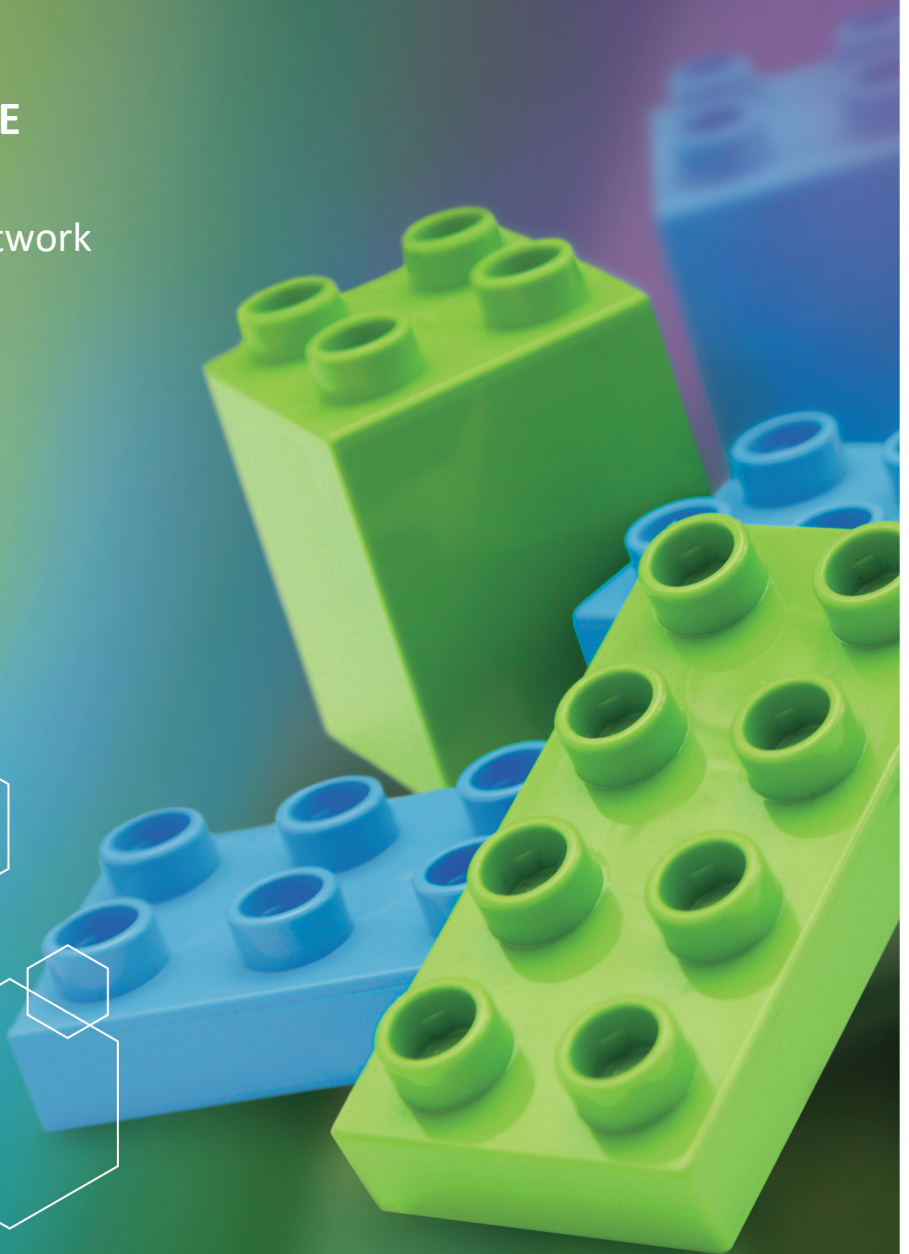




UNIFIED WEBSITE REDESIGN

Dental Crafters Network

June 9, 2026



goelement.com

Goals and Objectives

Dental Crafters Network (DCN) is undertaking a website redesign to consolidate its family of brands into a single, trust-centered digital experience, improving usability and supporting the needs of both prospective and existing customers.

Why a Phased Approach

Given the scale of this initiative, including consolidating (3) websites (Dental Crafters Network, Dental Crafters, and Implant Solutions) into a single platform and supporting a wide range of business requirements, this project introduces both technical and operational complexity. A phased approach allows DCN to launch a unified website more efficiently by focusing first on the core user experience, while deferring more complex integrations and system-dependent features to later stages. This approach ensures DCN can move quickly while maintaining flexibility and control:

- Faster time to launch with a complete, unified website experience
- Reduced risk by prioritizing foundational features before advanced functionality
- Separation of website vs. system complexity, avoiding delays from deeper integrations, and the evolution of internal process workflows
- Flexibility to evolve based on user behavior, business needs, and platform decisions established during phase one

Phase One

Phase one delivers a unified website that establishes the foundation for DCN's digital experience, including consolidating all properties into a single platform, introducing a scalable design system and core templates, and creating a modern, intuitive user experience aligned to the brand. This phase prioritizes improved usability and a flexible structure that enables the DCN team to manage and evolve the site over time.

Phase Two

Upon completion of phase one, we can build upon the foundation to introduce more advanced functionality, including:

- Robust Learning Management System (LMS) selection and integration
- Enhanced portal experience
- AI-driven personalization
- Advanced search and filtering capabilities
- Advanced logistics workflows (i.e., shipping labels, file uploads)

- Deeper marketing automation and CRM integrations
- Event Experience Management platform
- Advanced LiveChat support with triage and SMS capabilities
- *Single sign-on and Labtrac integration (to be scoped as its own project)

Business Requirements

DCN identified a comprehensive set of business requirements within the RFP to support key user journeys, operational needs, and long-term platform capabilities.

As part of this engagement, we've evaluated each requirement and defined a phased implementation approach. Phase one prioritizes foundational capabilities and high-impact features to support an initial launch. Phase two is planned to address more complex integrations and evolving requirements. This allows us to apply learnings from phase one and define the most effective approach moving forward.

The table below outlines each requirement, its description, and how it is addressed within phase one, along with notes for future consideration.

ID	Requirement	Phase One Inclusions	Phase Two
WR-001	Maintain Paylocity job posting integration	Maintain existing link; no embed required.	
WR-002	Feature employee photos/videos	Included	
WR-003	Remove former employee photos	Included	
WR-004	Add employee testimonials	Included	
WR-005	Promote workplace of choice	Included content	
WR-006	Real-time chat with triage	Basic chat tool selection and implementation with defined Q&A content provided DCN	Advanced real-time chat with triage logic
WR-007	Photogrammetry education pages	Included	
WR-008	Stackable guide illustrations	Leverage existing page functionality with UI/UX enhancements (DCN to provide content)	

WR-010	Book consults across DCN	Microsoft Bookings integration	Explore expanded workflows
WR-011	Branded video delivery	Included, leveraging YouTube or similar embeds	
WR-012	Organize files and images	CMS media library included	
WR-013	Text messaging option	Included if supported by selected phase one chat tool.	
WR-014	Downloadable product catalog	Included	
WR-015	UPS label / pick-up scheduling	Not included	New functionality/integration
WR-016	Remove NTI references	Included	
WR-017	Align product naming	Included; DCN to provide product names/taxonomy	
WR-018	Improve portal login visibility	Included	
WR-019	Prompt scheduling post-CT upload	Not included; internal workflow to ensure doctor sends updated CTs	
WR-020	Patient care instructions	Included; DCN to provide content	
WR-021	Fillable RX PDFs	Included (host and link to existing PDFs)	
WR-022	CT scan scheduling integration	Not included	More of an internal workflow, but could consider advanced technology to support
WR-023	Directions to lab	Included	
WR-024	Show lab turnaround times	Not included	Configure logged in only access to turnaround times
WR-025	Mobile-friendly responsive design	Included	
WR-026	Improve menu usability	Included	
WR-027	Support large file uploads	Maintain existing	Explore advanced functionality and updated workflows to streamline uploads and storage

WR-028	Show case status/stage	Not included	Requires backend enhancements
WR-029	Robust CE experience	Phase one includes foundational work to integrate better calendar/event pages	Included in selection of a more robust LMS system, as noted in WR-034
WR-030	Disney-like event journey	Looking for intentional and guided; connects to-029 and 031-033 requirements	
WR-031-033	Pre-, during, and post-event engagement	Not included; managed via HubSpot (email support can be scoped as an additional opportunity)	Event experience management platform selection and implementation
WR-034	LMS-like functionality	Maintain existing learning content	Full LMS selection and implementation
WR-035	End-to-end personalized journey (focused on product recommendations)	Basic, rule-based logic included for “you might also like” product recommendations	Advanced AI personalization for product recommendations
WR-036	Product pages must support short-clip video alongside photography	Included, leveraging YouTube or similar embeds	
WR-037	Comprehensive product content plan; identify ideal photos/videos for every product, capture new brand content	Not included; DCN provided	
WR-038	Free-form product search across all product types and categories	Basic search included	Advanced search functionality
WR-039	Product cross-sell functionality; “you might also like” (curated) and “other doctors viewed” sections that can be control by the admin	Basic, rule-based logic included for “you might also like” product recommendations	Advanced AI personalization for product recommendations
WR-040	Cross-promotion slots for distributed products with on-the-fly admin control	CMS-based controls	
WR-041	Evaluate displaying pricing and turnaround-time ranges on product pages for transparency	Not included	(Relates to-024) Configure logged in only access to turnaround times and pricing; DCN to evaluate
WR-042	Case submission wizard retains product context when entering from a product page; generic flow otherwise	Maintain manual submission	Explore and implement submission advancements to streamline information collection

WR-043	(Portal) New doctor onboarding: account creation, required fields, education on lab submission needs; tie into Compass Program	Streamlined onboarding and case submission workflow for new doctors managing standard cases, with a defined pathway for more complex submissions. All submissions will be received by DCN staff and entered into Labtrac.	Exploration of complex case submission workflows for new and existing doctors. Labtrac integration is excluded from phase one and will be scoped separately.
WR-044	(Portal) Optimize case submission for dental assistants as primary users; ensure right information is persistently collected		
WR-045	Self-service scheduling for custom shade/stain (lab or chairside), CBCT, I/O scanning, and PG scanning		
WR-046	Shipping label workflow (on-demand printing online vs. analog for shipping labels)	Not included; maintain existing process	New functionality/integration
WR-047	Gated case studies	Included	
WR-048	Doctor dashboard with video sharing, SSO (Labtrac), and direct Labtrac link	Not included	Requires Labtrac integration and implementation
WR-049	Custom designed and fabrication solutions page under Restorative Solutions	Included	
WR-050	Showcasing engineering capabilities	Included; content/template	
WR-051	Dedicated engineering consult form/scheduler with content pass-through from product pages	Basic form included	Advanced scheduling
WR-052	Before/after case gallery of complex fabrications with engineering callouts and technical detail	Included	
WR-053	Persistent callout on Restorative Solutions landing page linking to Custom Solutions with admin-editable messaging	Included	

In addition to the above business requirements, we also captured the following requirements as part of our RFP discovery meeting with DSN on 5/29:

- Fluidpay payment gateway: keep and remains the same
- Labtrac Enterprise Clinic Portal: keep and remains the same
- Basys IQPro Pay: keep and remains the same
- Equip your practice: maintain existing Microsoft Bookings functionality as a lead form
 - (Out of scope) [Argon eComm](#) updates or integrations
 - (Out of scope) Argon “[Add Tooth](#)” visual/interactive form interface
 - (Out of scope) Integrations with Labtrac



Integrations

DCN's website will interact with a variety of third-party platforms and internal systems. As part of this engagement, integrations will be approached in a phased and practical manner, balancing user experience, technical feasibility, and project scope. Integrations are categorized as follows:

- **Existing External Services:** Certain systems will be linked to or accessed from the website, rather than directly integrated (e.g., Paylocity, Microsoft Bookings, Labtrac)
- **Out-of-Scope Integrations:** Some integrations require deeper technical discovery, custom development, or alignment with internal systems (e.g., CT scan scheduling, Labtrac integration and single sign-on)
 - These are not included in phase one and will be revisited as part of phase two or additional projects
- **Third-Party Embedded Solutions:** For select functionality, we will identify and enable third-party tools that can be embedded into the website to meet business needs efficiently (e.g., real-time chat, UPS label generation, large file uploads)

Process and Deliverables

1. Site Navigation and Architecture Analysis – The site navigation and architecture have been initially established by the DCN team to ensure a strategic and user-friendly website experience. This estimate is based on the provided site map and content migration framework. As part of this phase, we will work collaboratively with DCN stakeholders to review and validate the proposed structure, ensuring alignment with business goals, user needs, and prioritized functionality. This includes:

- Up to (2) stakeholder working sessions to review and refine the navigation and site map
- Validation of business requirements and alignment to site structure
- Review up to (2) competitor websites to identify opportunities and best practices
- Recommendations for refinements to the site architecture and site map, where applicable
- Recommendations and alignment on the CMS approach to support scalability and management

Any changes to the approved sitemap or navigation that introduce new templates, additional page builds, or expanded content and/or technical requirements will be considered out of scope and scoped separately, as needed.



2. SEO / GEO Research and Strategy – We will conduct an initial SEO (search engine optimization) and GEO (generative engine optimization) review to inform the structure, content, and performance of the new website. This effort will establish a strong foundation for organic visibility while ensuring the site is positioned to perform across both traditional search and AI-driven engines. This includes:

- Keyword research aligned to core services, products, and user intent
- Identification of priority search opportunities based on volume, relevance, and competitiveness
- On-page SEO recommendations for structure, hierarchy, and metadata
- Guidance for content organization to support discoverability
- GEO considerations to ensure content is structured to support AI-driven search experiences

Note: This scope focuses on foundational SEO/GEO for the website. Ongoing strategic guidance, content, backlink development, and performance optimization are not included.

3. Copyediting – We will support content development with copyediting, working with content provided by the DCN team. The client will be responsible for supplying new content and/or identifying existing content that can be migrated into the new website as part of the consolidation effort. Our role will be to review and optimize content to ensure its effectiveness within the new site structure, aligned with best practices. This includes:

- Establishing content templates that align with approved page templates and site structures
- Proofreading for grammar, spelling, and clarity
- Applying SEO keyword integration to support search visibility
- Recommending optimizations for user experience (UX), including scannability, hierarchy, and calls-to-action

Content will be reviewed in Word Documents for approval, with (1) round of copyediting included. Any net-new copywriting, messaging development, or expanded content strategy can be scoped separately.

4. UI/UX Design & Layout – We will create website designs in alignment with DCN’s brand standards and baseline ADA compliance*. We will begin with the homepage, navigation, and footer to establish the visual foundation for the site. (2) rounds of revisions are included for the homepage layout. After homepage approval, we will execute the design and layout of (up to 14) interior page templates, based on the provided site map and business requirements. (1) round of revisions is included for each interior page template.

- All design files will be created and delivered in Figma.
- Designs will follow a desktop-first approach, with mobile responsiveness and user experience considered throughout the design process

- Up to (5) key pages will be selected by the DCN team and designed in a mobile-first layout to support core user flows.
- Changes to design and layout after the site enters programming will result in a change of scope
- The estimate includes the purchase of (up to 15) stock assets to support design needs
 - Custom photography, photo editing, or manipulation of existing client assets is not included.
- Note: The 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

5. Programming & User Interface Optimization – After content and design are approved, we will begin programming and populating the website. The website will be accessible through a user interface supported by a CMS platform (WordPress). The site will be developed with modern user environments in mind to ensure a consistent experience across platforms (e.g., Mac and Windows) and browsers (e.g., Chrome, Safari, Firefox). The estimate includes programming (up to 15) web page templates and populating content for (up to 91) pages leveraging those templates, based on the provided site map and content migration plan. This includes structuring and organizing content into the CMS for final delivery.

Note: Changes to approved copy, design, or layout after the site has entered programming will result in additional charges. If new requirements or deliverables are identified after approval of this estimate, a formal change request will be provided.

5a. 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.

5b. Customized 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. *Our approach to website development is different.* We program sites to give you the autonomy to update the website after launch. Each 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.



5c. SEO & GEO 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.

In addition, we will incorporate foundational GEO (Generative / Answer Engine Optimization) considerations to ensure the website is structured for visibility within AI-driven and answer-based search platforms. This includes implementing proper backend elements such as a well-structured XML sitemap, clean semantic HTML, and the creation of an llms.txt file to guide large language models in how site content should be interpreted and indexed.

5d. Testing & Revisions – Programmed pages will be made available for testing on a password-protected staging site. 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.

5e. Training – Prior to launch or shortly after, you will receive an electronic training manual that will serve as an important resource as your team begins to interact with your newly developed website. This manual will include key information such as access details, as well as step-by-step guidance on how to manage content within the CMS.



In addition to technical instructions, we will provide a lightweight best practices guide designed to support your internal team in maintaining and evolving the site effectively over time. This will include guidance on:

- Structuring and formatting content for clarity and readability
- Applying basic SEO best practices when updating pages
- Maintaining visual and layout consistency across templates
- Following recommended workflows for publishing and updating content

This combined training approach is intended to ensure your team feels confident not only in how to use the CMS, but also in how to manage the website in a way that supports long-term performance and usability

5f. Maintenance – Following the launch, your site will enter a 5-business-day maintenance phase. During this phase, we will make minor copy edits and fix any bugs that are found. After these 5 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.

Total Cost: \$125,000 +/- 10%

Authorized Signature: _____ **Date:** _____

See below for phase two pricing, assumptions, additional opportunities, and our agreement terms.



Phase Two Pricing

Starting at \$35,000

Because these initiatives (outlined on page 2) require deeper technical discovery and alignment with internal systems, final phase two pricing will be developed based on defined requirements at that time. We recommend a collaborative planning session following the launch of phase one to prioritize next steps and establish an accurate estimate.

Assumptions

The following assumptions apply to the scope, timeline, and pricing outlined in this estimate:

- DCN will provide all content, photography, video, and supporting assets to be used within the new site
- Content provided by DCN will be final or near-final, with our team supporting copyediting only
- DCN is responsible for the accuracy, legality, and final approval of all content on the website, including product information, claims, and documentation
- DCN will designate key stakeholders responsible for timely feedback, approvals, and decision-making
- Third-party platform costs (e.g., chat tools, etc.) will be paid directly by DCN unless otherwise noted
- Changes in approved deliverables after sign-off may result in a change request or additional costs
- The project timeline assumes consistent communication and timely approvals; delays in feedback will impact the schedule and delivery dates



Additional Opportunities

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

1. Website Revisions and/or Additions

• One additional round of site navigation plan revisions	\$600
• One additional homepage 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.*

☐ I agree that all supplementary development requests will be automatically applied to my final invoice.

2. Content Optimization and Copywriting

As an additional opportunity, we can partner with DCN to provide full copywriting support for the new website. While the base scope includes copyediting and formatting of client-provided content, this engagement would extend into net-new content development, messaging refinement, and brand-aligned storytelling across the entire site. DCN would continue to play an important role in this process by guiding existing content (identifying what should be retained, removed, consolidated, or updated) as well as supplying key subject matter expertise to ensure accuracy and completeness. This expanded scope would include:

- Development of on-page copy for all core and interior pages (up to 91 pages)
- Translation of DCN's brand voice into clear, compelling, and consistent messaging
- Creation of engaging headlines, value propositions, and calls to action
- SEO optimization, including keyword integration
- Alignment of content across product/service pages for clarity and consistency

All copy would be delivered via Word Documents, with (1) round of revisions included.

Additional Copywriting Support Cost:

\$15,000

☐ **I agree to add the additional copywriting scope to this project.**

3. 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 websites provide equal access and opportunities to individuals with disabilities. The DCN website will be designed and programmed with ADA in mind (as noted previously). As an additional opportunity, we can implement an ADA monitoring and enhancement plugin (e.g., AudioEye or similar) to provide:

- Ongoing accessibility monitoring and reporting
- User-controlled accessibility tools (e.g., contrast, text scaling, assistive features)
- Continuous compliance support as standards evolve

Installation and configuration of the tool would be included; however, any ongoing subscription or licensing fees (typically \$50–\$100/month) would be billed directly to DCN. Any remediation updates or enhancements identified by the tool would fall outside the scope of this project and can be addressed through a maintenance retainer.

ADA Plug-In Implementation Cost:

\$1,000

☐ **I agree to add the ADA Plug-In Implementation**

4. Continuous Improvement and Monitoring Program

Launching your website is an important milestone, but it's only the beginning. Once your site is live, it enters a dynamic environment where real users, integrations, and ongoing updates introduce new variables that can impact performance, security, and overall effectiveness. This program is designed to help your website not just launch successfully, but continue to improve, adapt, and perform over time. *Because certain audits and security checks can only be completed in a live environment, this phase establishes a baseline of real-world performance and identifies opportunities to further strengthen your website.*

One-Time Evaluation & Deliverables

\$6,000

This initial phase focuses on establishing a true benchmark of your live site and identifying high-impact opportunities for improvement (if they exist). This comprehensive audit and analysis includes:

- Accessibility review using PowerMapper SortSite
- Security testing via ImmuniWeb and Mozilla Observatory
- SSL health check via SSL Labs
- Technical SEO scan (alt text, metadata, broken links, etc.)
- Core Web Vitals audit via Google Lighthouse
- Website asset review (identifying uncompressed or oversized files)
- Embed analysis to improve load performance (videos, scripts, chat tools)

Immediate Implementation of High-Value Improvements

- Up to (12) hours dedicated to addressing priority findings from the audit
- Focus on enhancements that improve security, performance, and stability

Configuration Report ("Site Handbook")

- A centralized, shareable report documenting your site's current setup and dependencies. This report serves as a long-term reference for your team, supporting future troubleshooting, onboarding, and decision-making, and provides visibility into key areas such as:
 - DNS configuration
 - Hosting and access details
 - Software and plugin versions
 - Third-party tools, integrations, and APIs
 - Tracking setup and tag management

Ongoing Monitoring & Support (12 Months)

\$7,000/year

Following the initial evaluation, ongoing monitoring ensures your site remains secure, stable, and performing as expected. This includes:

- Automated Monitoring
 - Website availability
 - DNS configuration validity
 - SSL configuration status
 - Average Time to First Byte (TTFB) performance
- Proactive Alerts
 - Custom email and SMS notifications for designated contacts if issues are detected
- Ongoing Site Health Oversight
 - Weekly review of WordPress Site Health reports
 - Monitoring and remediation of Smart Plugin Manager alerts (if applicable)
- Periodic Experience Reviews
 - Manual website walkthroughs (6x annually) to identify issues or opportunities for improvement
 - Recommendations provided; implementation scoped separately

Continuous Improvement and Monitoring Program Total Cost:

\$13,000

☐ **I agree to add the Continuous Improvement and Monitoring Program**

Additional Opportunities

Authorized Signature: _____ Date: _____

A timeline will be provided upon project commencement. The above estimate is for the described work only and is based upon acceptance within 30 days. Please sign and return to Element. 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 \$250 unarchiving fee. Purchase of stock photography and/or videography is additional. All provided imagery must be clipped and web ready. Image clipping is not included.



IMPORTANT: 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.

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

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

1. Payment

Payment will be billed monthly. The project will be billed in equal monthly installments over the course of the engagement. For example, a July start with an 8-month timeline, monthly payments will approximately be \$15,000. The estimated total is subject to +/- 10%. 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. Initial payment must be received before project kickoff.

After the discovery and site architecture phase, any additional project needs or requirements that arise will be assessed and estimated at that time. Any additional charges due to scope changes, add-ons, or other adjustments will be invoiced within 10 days of the website launch.

2. Testing

We subject all 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.



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 the functions of the website. We will closely monitor this process and conduct a site-wide review immediately following the launch. Because the duration of this process can be lengthy and should be monitored, we do not launch websites after 3 pm Monday through Thursday or after 12 pm on Fridays.

4. Support Period

All estimates include five business 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 of \$175. 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.

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), 2:3.6 (e.g. 320x568 iPhone5/SE), 9:16 (e.g. 640x1136 iPhone6-8 and later and many Androids), 9:19.5 (e.g. 390x844 iPhone 11 and later), 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

Most sites are built using at least one software program. Software frequently requires users to download updated versions. Monitoring software updates and downloading new software versions is not included in this statement of work. If you do not opt-in to the continuous monitoring and improvement plan, you assume the risks of allowing your software to remain unpatched and the risks of any broken website layouts or functionality if you install updates yourself.



7. Hosting

At Element, we do not want to lock you into a website hosting environment that you cannot control and cannot get 24/7 support for. Therefore, we ask you to sign up with a web hosting provider separately. Element can evaluate your current website host for suitability and can provide recommendations and support your onboarding onto hosting companies that specialize in your website CMS. After securing your web hosting, you will need to provide us access to the hosting account to launch and manage the website. Element will gladly help with the initial configuration of the website on the hosting platform, and we are available during our business hours to help you with navigating and troubleshooting anything related to website hosting at our standard hourly rate of \$175.

*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 alternatives offered (e.g., if a graphic uses colors to convey meaning, such as a map with a key and color-coded regions, there are other ways to understand the information besides the coloring).
- Text enlargement software is accessible (e.g., text can be resized up to 200% without loss of functionality).
- All functionality is possible using a keyboard interface for individual keystrokes.
- Alternatives for audio content (e.g., audio is removed or can be turned off).
- Moving graphics or flashing elements do not occur more than 3x 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 the 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.



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