



## CREATIVE & TECH BUSINESS SOLUTIONS

To whom it may concern,

Selle Design Group has been working in the alpaca industry for more than 20 years. We have produced and published *Alpaca Culture Magazine* and more currently *Alpacas Magazine*. We have also produced many websites for breeders over the years - our most current being Long Hollow Suri Alpaca's website.

I am confident we can create the desired aesthetic you are looking. However, design is only half the job. We will program your website to be easily indexed and prioritized by search engines like Google to help give your brand a boost in organic searches. This will help expand your reach outside of the alpaca industry and into mainstream searches. The design will help capture and elevate that interest.

Thank you for the opportunity to submit an estimate for your website build. Should you need any additional information please contact us directly and we will respond accordingly.

Jared Johnston  
Creative Director  
Selle Design Group

## WEBSITE DESIGN AND DEVELOPMENT

### Project Scope

The new website will enhance user experience, expand reach, and reinforce the Suri Network's commitment to promote the Suri alpaca and Suri products. The website will feature a modern design, easy navigation, and ease of maintenance. The new website will be fully responsive and provide an optimal viewing experience across all devices. It will provide links to information already present on the existing Suri Network membership site.

### Website platform

This will be built in the Word Press CMS platform. It will have the capacity to expand indefinitely to accommodate new content and functionality. This website will be built on a private server. You will be able to see the actual work and progress on the website as it is being built. There will be no interference with the current website. Upon completion the new build will simply replace the old website.

<b>1. Initial Set Up</b>	<b>\$600</b>
Basic website set up with Word Press software package install. Includes creating account on web host, c-panel, database set up and initializing connection to template.	
<b>2. Template</b>	<b>\$1000</b>
Creating a customized, responsive template. Template creation will be optimized to display on both desktop and all mobile devices. All program language will be minimized and arranged to facilitate indexing by search engine web bots for basic keywords and phrases. This includes installation of all necessary plug-ins, widgets and components.	
<b>3. Blog software / integrate with Social Media Posts</b>	<b>\$300</b>
Install blog component and blog module that will feature latest blogs and/or social media post to website. This will help improve organic search results.	
<b>4. Page creation and structure</b>	<b>\$2200</b>
Recreate all information pages and possibly a renewal area that can be linked to a PayPal account or other collection area.	
<b>5. On-site SEO initial set up and analytics</b>	<b>\$600</b>
<ul style="list-style-type: none"> <li>• Evaluation of keywords and phrases.</li> <li>• Implement keywords and phrases into copy and meta tags</li> <li>• Install plug in to monitor and manage SEO</li> <li>• Submit site map to Google</li> </ul>	
<b>6. Extras. Instruction, search feature</b>	<b>\$300</b>

**ESTIMATED COST OF WEBSITE**

**\$5,000**

## WEBSITE HOSTING

### Selle Design Group Hosting

Our hosting server is managed and maintained 24/7 by a skilled technician. We offer unparalleled security and rapid service.

#### **BASIC PLAN**

Includes secure hosting, weekly backups, weekly software updates, firewall, anti-malware, and SSL.

**\$125/month**

#### **SECURITY & DESIGN PLAN**

Includes secure hosting, daily backups, software updates upon release, daily monitoring for compromises, free re-installation of website if compromised, priority service, firewall, anti-malware, and SSL. 1 hour design/tech time per month

**\$195/month**

## WEBSITES COMPLETED BY SELLE DESIGN GROUP - 20+ years experience

### **Snowmass Alpacas**

<https://snowmassalpacas.com>

<https://paradeofchampionsauction.com/>

### **Tenmile Farm Foundation**

<https://tenmilefarmfoundation.org/>

### **Applewood Lane Alpacas**

<https://applewoodlanealpacas.com/>

### **Long Hollow Suris**

<https://longhollowalpacas.com/>

### **Alpacas at Marquam Hill Ranch - SHOPIFY SITE**

<https://longhollowalpacas.com/>

### **Sandpoint Super Drug**

<https://sandpointsuperdrug.com/>

### **Celebrity Sales**

<https://celebritysales.com/>