ST. GEORGE DESIGN GROUP

Invoice

From:
Saint George Design Group LLC.
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george@stgeorgedesigns.com

Invoice Number	INV-183000403
Invoice Date	November 22, 2024
Due Date	November 22, 2024
Total Due	**$0.00**

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To:
CHRISTIE'S PHOTOGRAPHIC SOLUTIONS
2430 Sand Lake Road | Orlando, FL. 32809 | Office: (407) 345-1100

https://www.christiesphotographic.com/
dawn@christiesphotographic.com

Overview: Using the ***Current*** website as a *Guide* and *Starting Point*, redesign the current website with newer software to achieve the following benchmarks:

1. **Significantly Improve the Google Site Speed Score**
    1. Current MOBILE: Performance: 13 | Accessibility: 75 | Best Practices: 96 | SEO: 100
    2. Current DESKTOP: Performance: 86 | Accessibility: 84 | Best Practices: 100 | SEO: 100
        1. Per Google PageSpeed Insights: Core Web Vitals Assessment: **Failed**
        2. Current website speed measured on: 11/18/2024
    3. Our Goal is to achieve:
        1. A Minimum Mobile Score of: Performance: 65 | Accessibility: 80 | Best Practices: 90 | SEO: 100
        2. A Minimum Desktop score of: Performance: 90 | Accessibility: 90 | Best Practices: 90 | SEO: 100
    4. We will use Google's Site-Speed tool to measure these scores; screen shots will be taken and shared as we progress and prior to final sign-off and migration as well as post-migration
        1. The address to test current and DEV site can be found at: https://pagespeed.web.dev/
        2. Just copy and paste your url and the tool will produce a report
2. **Website Stats:** Post-Migration, the newly migrated website will be registered with Google, re-

indexed, and deployed using Google-G4 Analytics solutions; over a 4-6 week period, trends will become clear, ie: key word searches, top performing pages, top entrance pages, and more importantly, top exiting pages - this will be the main tool to monitor and will guide ongoing website refinement

1. We can and will optimize users to specific pages; the mock-up was optimized to drive users to what we think is the most important page, that being your 'Services' page; once there, we can use the same best practices to guide users to 'Request a Quote' and refine as required during the first few months post-migration
2. With regards to the image optimization efforts, we can confirm that EVERY current image will be re-optimized based on what we have encountered on your current website; if you really need to review the changes, you can always log into your current site and review a picture and then log into the DEV site and review the size of the optimized picture
3. Aside from simply re-optimizing the photos we will be using, each picture will be provided with a 'Meta' tag which is something that no one but Google's 'bots' actually see during the indexing phase and assists with the SEO we seek
4. We can discuss ongoing SEO services as required, but my recommendation is to wait 3-6 months before changing anything; it really takes that long for Google to complete the re-indexing and re-ordering with regard to SEO; having said this, we should start to see results within the first 2-months

3. **Primary Benchmark Goal:**
    1. Significantly Improve these measurements, particularly within the Mobile Experience, and more specifically, with website speed as that is one of the most important factors with Google Search results
    2. The current website Content SEO, (which measures how the website is found on Search Engines and their corresponding results), are already very good and well established
    3. The current written content will be tweaked and refined further to help increase site SEO
    4. The website Structure and landing pages will further be redesigned and refined to a more logical approach that is more end-user friendly and with added increased meta tags (bot friendly)
    5. Every image found within the current website will be downloaded and re-saved with newer compression software that is better optimized for web viewing which will lead to smaller file sizes and faster page load times (especially withinMobile experience)
4. **Timelines & Deliverables:**

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1. A copy of the entire site will be migrated to St. George Development Servers - this is a secure server environment that will facilitate the redesign while NOT AFFECTING your current Live website
2. This project is budgeted to take between 8 to 14 weeks from acceptance of this proposal and should be complete no later than Late February 2025 as follows:
    1. 2-weeks to completely layout the new concept website;
    2. Another 2-weeks to re-configure all of the photos with new meta-tags
    3. Approximately 2-4 weeks to put it all the pieces together and refine for user engagement
3. This timepline is with the proviso that Dawn Owen and/or her designated representative can review our progress and offer suggestions and/or changes in a timely manner

5. **Review Process:**
    1. Reviews will be requested once we have established the BASE design as this will guide us throughout the rest of the website
    2. The primary pages to be set up in the first few weeks of development will be the Home Page and the Services page (both Desktop and Mobile versions);
    3. Once those are completed and approved, we will move through the site in a logical order
2. Christie's will provide an initial approval of the 'concept' of the new design and are welcome to suggest changes and preferences to establish the base design of the new website
3. Christie's will provide logo artwork and the occasional photographs as required
4. The link to the DEV site to follow progress and review layouts, design, and usability and to assist with following progress will be: https://stgeorgedev.com/photo/
5. Christie's will provide access to their Hosting Servers once the site is complete to facilitate the migration of the new site from the DEV servers to your Host servers
6. Christie's will be given ample DEV-site reviews; final approval of the DEV site will be required prior to the migration process
7. St. George Designs will provide comprehensive *User Training* to your designated website management personnel via multiple ZOOM Sessions which can be recorded and saved to the users account for reference
8. The licensed software being deployed by St. George Designs is rather scalable; it will only be limited by your content; as we add more content, it may require tweaking some of the

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menu’s and/or links, but the software is currently handling another client's website with over 20K pages so we are more than confident that it can handle your expansions

9. Full site management and continued refinement of the website SEO will continue throughout the payment periods as outlined below

6. **Redesign Fees:**
    1. This is a 'Fixed Price' budget, unless the client insists on a complete redesign of the approved concept, the amount will not change
    2. The budget for this project is: $6,750.00 payable in installments as follows:
    3. A retainer of $1,750.00 to initiate the project
    4. Payment Five (5) Monthly payments commencing on the 15th of December in the amount of $1,000.00 (these will be invoiced in the first week of each month and are due on or about the 15th of the month)
    5. Christie's will have a newly redesigned and functioning website on your host servers about the time the second or third installment is paid
    6. St. George Designs remains ready to assist you with changes and alterations to your new website; many of the tweaks to the new website will be made during the initial installment period
        1. Should your require additional changes to the website, we can and will work with you on an 'As Needed' basis with a comprehensive proposal pre-approved by you prior to any additional work

Hrs/Qty	Service	Rate/Price	Adjust	Sub Total
1	Website redesign: CHRISTIE’S PHOTOGRAPHIC SOLUTIONS | Initial Retainer Retainer for project; balance to be paid in five (5) equal installments of $1,000.00 per month commencing in December 2024 and ending in April 2025	$1,750.00	0.00%	$1,750.00

Sub Total	$1,750.00
Tax	$0.00
Paid	-$1,750.00
Total Due	**$0.00**

Payment is due upon Receipt. Late payment is subject to fees of 5% per month.

Thank you for choosing Saint George Design Group | Outsource Your Website | george@stgeorgedesigns.com

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