Service	Description	Components	Post Types	Pages		Required Hours	Required Value	Optional Extras Hours	Optional Extras Value
Planning – AM	Workshop - creative brief					4	£440.00		
Planning – AM	Base Sitemap					4	£440.00		
Planning - Digital	Keyword Research					0	£0.00	7	£770.00
Planning - Digital	Sitemap					0	£0.00	14	£1,540.00
Planning - Digital	Keyword Mapping					0	£0.00	7	£770.00
Planning - Digital	URL Reviews					0	£0.00	5	£550.00
Planning Sub Total						**8**	**£880.00**	**0**	**£3,630.00**
Design - Reseach	Research and project setup					7	£770.00		
Design - Phase 1	Design key pages (post site map hand over)			**15**		105	£11,550.00		
Design - Amends P1	30 mins per page					7.5	£825.00		
Design - Phase 2	Design remaining Page / components			**5**		25	£2,750.00		
Design - Amends P2	30 mins per page					2.5	£275.00		
Design - Ecom	Design key Ecommerce Pages			**7**		35	£3,850.00		
Design - Amends Ecom	30 mins per page					3.5	£385.00		
Design - Dashboard	Design 3 key Dashboard pages			**3**		21	£2,310.00		
Design - Dashboard	30 mins per page					1.5	£165.00		
Design - Assets	Crop images (5min per image / one per page)			**55**	**230**	2.75	£302.50	11.5	£1,265.00
Design Sub Total						**210.75**	**£23,182.50**	**11.5**	**£1,265.00**
Development	Components	**35**				140	£15,400.00		
Development	Snagging	**35**				17.5	£1,925.00		
Development	Header					35	£3,850.00		
Development	Footer					5	£550.00		
Development	General					7	£770.00		
Development	Ecom general					14	£1,540.00		
Development	Post Types		**5**			20	£2,200.00		
Development	Forms Setup (creation, basic email notification)		**10**			40	£4,400.00		
Development	Ecom pages			**7**		28	£3,080.00		
Development	Ecom transactional emails / system notification					7	£770.00		
Development	Gated Content Component					7	£770.00		
Development	Where to buy, map and search (already added as a post type)					5	£550.00		
Development	Ecom ability to add icons to product pages (e.g next day delivery icon)					3	£330.00		
Development	Ecom Checkout / order confirmation - ability to add banners, CF to be able to upload different banners.					4	£440.00		
Development	Custom Account / Dashboard (Based on revamp design)					4	£440.00		
Development	Custom Account / Dashboard - Reorder functionality					8	£880.00		
Development	Netsuite - Customer/Company/Contact integration					83	£9,130.00		
Development	Netsuite - Product integration					38	£4,180.00		
Development	Netsuite - Inventory integration					55	£6,050.00		
Development	Netsuite - Order integration					42	£4,620.00		
Development	Netsuite - Order approval process (Marlowe)					53	£5,830.00		
Development	Netsuite - Role-based/Customer specific pricing					55	£6,050.00		
Development	Fire Extinguisher Calculator					28	£3,080.00		
Development Sub Total						**427.5**	**£73,755.00**	**0**	**£0.00**
				Pages	Extra Pages	Hours	Value	Hours	Value
AM - CMS page creation	Create the pages & posts that were signed off during the design phase			**55**		55	£6,050.00		
AM - CMS page creation	Create additional pages				**230**			230	£25,300.00
AM - CMS page creation	Create additional products				**550**			275	£20,625.00
AM - Project managment	Overall time allowance to manage the entire project and attend meetings. Based on 10% of all of the hours					67.915	£7,470.65	117.9	£12,969.00
Account Manager Sub Total						**122.915**	**£13,520.65**	**622.9**	**£58,894.00**
				Pages	Extra Pages	Hours	Value	Hours	Value
Content	Writing Meta titles, description & H1 headings for agreed pages				**55**			27.5	£3,025.00
Content	Write base pages				**55**			220	£24,200.00
Content	Write additional pages				**230**			920	£101,200.00

		Custom	Forms	URLs	Hours	Value	Hours	Additional
Content Team Sub Total					**0**	**£0.00**	**1167.5**	**£128,425.00**
Digital - 301 redirects	Prepare & implement (up to 50 included)			1170	2	£220.00		
Digital - 301 redirects	Additional URLs (1 hour per additional 50)			1120	22.4	£2,464.00		
Digital - GA4	GA4 Base set-up				3	£330.00		
Digital - GA4	Set-up form goals and testing		10		5	£550.00		
Digital - Live Checks	Live checks				6.5	£715.00		
Digital - Live Checks	Search console checks 4 weeks after launch				4	£440.00		
Digital - CookieBot	GTM integration & cookie consent				0	£0.00		
Digital Sub Total					40.9	£4,499.00	0	£0.00
Project total					**810**	**£115,837.15**	**634.4**	**£192,214.00**
					Hours	**Value**	**% Off**	**Inc Discount**
		Project total - Required plus all optional extra			1444	£308,051.15	10	£277,246.04

		Custom	Forms	URLs	Hours	Value	Hours	Additional
Digital - 301 redirects	Prepare & implement (up to 50 included)			1170	2	£220.00		
Digital - 301 redirects	Additional URLs (1 hour per additional 50)			1120	22.4	£2,464.00		
Digital - GA4	GA4 Base set-up				3	£330.00		
Digital - GA4	Set-up form goals and testing		10		5	£550.00		
Digital - Live Checks	Live checks				6.5	£715.00		
Digital - Live Checks	Search console checks 4 weeks after launch				4	£440.00		
Digital - CookieBot	GTM integration & cookie consent							