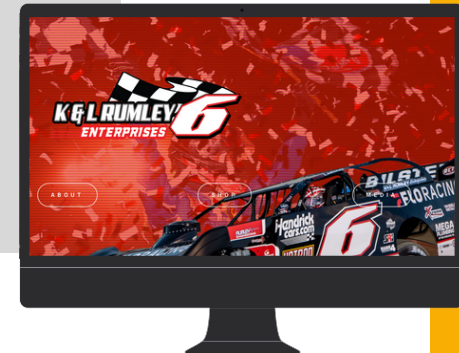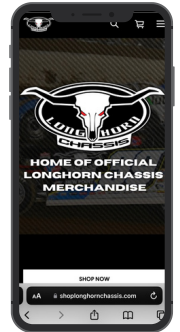# WEBSITE

brushfire
Management LLC

SERVICES AVAILABLE

Tired of paying too much for your website? **Me too.**

Web design tools over the years have become much more user-friendly and accessible, yet the cost to pay someone to build them for you hasn't become more affordable.

That's where I come in! What if I build you a dynamic, responsive, attractive website for an affordable rate. Then better yet, we hold a session once it's complete to show you how to update, edit, and make small changes yourself. It's easier than you think, and will save you hundreds of dollars a year.

The **fundamental value** to this model is that you are the owner of your domain. You pay directly for the domain and hosting, and just pay me an upfront fee for the initial site build. You will always be in control of your website moving forward.

INITIAL BUILD

- All-in-one website with e-commerce design and set up
- Optimized for both desktop and mobile browsers
- You pay directly for domain (yearly cost) and hosting (monthly or yearly)
- Website hosting costs vary depending on needs. Hosting options include Squarespace, Shopify, Wix, and Weebly
- Includes session to demonstrate the maintenance process
- Consultation required before estimate. Builds start at $250

MONTHLY MAINTENANCE

- While my goal is to put website updating in your hands, I realize not everyone wants that responsibility
- Monthly maintenance is available which can include a combination of website updates and e-commerce inventory management
- Rates depend on services requested. Start at $50/month

OTHER SERVICES

- Update/redesign of current website
- SEO optimization
- Set up opt-in for text message or newsletter marketing
- Integration services for social media selling (Facebook, Instagram)
- Professional e-mail set up

1. E-mail me to set up a phone or zoom consultation at j@brushfiremgt.com
2. During the consultation we will determine the best host website for your needs and budget
3. Once costs are approved, I will then send you a form to fill out with basic information (driver information, sponsors, merchandise information, etc). A 50% deposit will be required at this time.
4. You will be responsible for supplying high resolution photos along with vector files of your race team logo and/or sponsor logos (vector files accepted are EPS, AI, and PDF)
5. Website build process will now be underway. I may reach out for more information or check-in throughout the build to ensure the website design meets your expectations. This process will take about 1-2 weeks
6. Upon completion, we will set up another consultation to go over the maintenance/updating process
7. That's it! You now have a fully responsive up to date website and are able to update it yourself going forward. I am however available if you need additional assistance in the future.

WEBSITE COST EQUATION EXAMPLE:

DOMAIN ($12/YR) + HOSTING ($15-50/MONTH) + INITIAL BUILD ($250-500) = START AT $442/YEAR

The largest variable that makes up the equation is the hosting cost. This varies greatly depending on what features are desired. Features are endless, examples include:

- Inventory management
- Ecommerce automations
- Automatic tax calculations
- Social media selling integration
- Advanced shipping calculations
- Abandoned cart recovery
- Loyalty programs
- Text alerts
- Coupons and gift cards
- Item Reviews