HI·RES CREATIVE

From: **Hi-Res Creative**
501 E Henderson
Bishop, Texas 78343

Invoice For	**Kingsville Tourism Department**		
	1501 Highway 77	Invoice ID	**567**
	Kingsville, Texas	Issue Date	07/23/2019
	78363	Due Date	08/22/2019 (Net 30)

Subject	Kingsville Tourism Website (Project Initiation Deposit)

Item Type	Description	Amount
Discount	**Initial Web Presence Development** (Phase 1) *Estimated development timeframe: 2-3 months* SUMMARY: This line item serves as a function for a phase one execution of the Kingsville Tourism Department website design and development project. **WordPress Website Design** $3,800 Development and design of a Wordpress theme and installation. The Wordpress CMS platform will be installed and a modern theme will be developed to achieve a progressive modern day Kingsville aesthetic. The theme will support high quality photographs, graphics and video. Content developed by the tourism staff will be considered in the initial design development for ideal display. **Backend Development** $3,100 Development using HTML5 and CSS3 programming technologies with responsive capabilities that supports mobile devices such as tablets and smartphones. The website design will be integrated utilizing visual composer front-end drag & drop editing tools. This line item includes management training for the tourism staff at no additional cost. **HTTPS/SSL** $450 The new website will be built to function solely on HTTPS/SSL encrypted connections to support Google Chrome's latest web requirement. Once complete, the website will be submitted to Google"s preload list as an HTTPS-only website. An SSL certificate will be managed and installed for the life of the website on our server. **Content Development, SEO & Navigation Migration** $1,350 We will backup, index and migrate all of your current content over to the new website. All content will be checked for errors, misspellings and grammatical issues before being loaded into the new site. All tabs and pages will be brought over as instructed by the tourism staff. Professional copywriters will be contracted to support refreshing existing content and utilizing best practice SEO foundations. Textmetrics and SERPStat tools will be used on the website to generate an audit upon initial launch. This will provide long term recommendations for content development and future content marketing endeavors. **Website Optimization via Caching and Compression** $430 *Activated upon site launch* Industry leading caching tools will be installed and configured on the KingsvilleTexas.com website. This is to ensure reduced bandwidth usage and quicker page load times for website visitors. Automated image compression tools, image conversion to .webp format and 'lazy loading' will be used to optimize assets for web use, further quickening site load times. *Requires hosting on our Liquid Web Server (not*	**$5,991.00**

included).

Analytics, Pixel & Webmaster Tools Integration $155
The Google Analytics account from the original website will be carried over for web traffic reporting and site usage metrics. Google's Webmaster Tools will also be carried over from the original website to allow for keyword data collection. Facebook Pixel will be integrated to optimize Facebook OpenGraph insights.

Retain Previously Integrated Functions $700
We will procure new licensing to the previously integrated tools such as the Events Calendar Pro to update them to their latest versions for the best foundation upon launch of the new website.

Payment Schedule
The project is initiated by a deposit payment of 60% ($5,991) of the mentioned fee. 20% is due upon delivery ($1,997) with the remaining 20% ($1,997) due once the project is considered for hard launch.

Web development services not listed in the above estimate: PPC, content marketing, ongoing SEO, or site retargeting services.

Amount Due   **$5,991.00**