



CimettaDesignInc.

Adrian Landscaping Website and Landing Page Updates – 15003

Estimate 15003

ISSUED: MARCH 9, 2022 BY: CINDY CIMETTA

EXPIRES: APRIL 8, 2022 TO:

Cimetta Design Inc.

Adrian Services Div.Inc.

26292 HONG KONG RD.
PUNTA GORDA, FL 33983
US

5944 CORAL RIDGE DR. #205
CORAL SPRINGS, FL 33076
US

ESTIMATE

Service 1.0

WordPress System Backup and Update

Our First Step is to go through and update all of the systems on the website as well as backup the system before and after once everything is complete. This will improve website security and performance. We go through the process of double checking all systems to make sure everything is working.

This would be 1 hour of time.

Service 2.0

Homepage Updates

We would be updating the layout and structure of the homepage of the website to improve conversions and reduce bounce rates. We would add the following to the homepage:

1. Contact Form: We would add a contact form on the homepage so that people can immediately contact you via the website,
2. Update the structure of the homepage so that it has a better focus on your 3 central services: Irrigation, Lawn Service and Tree Service as well as better show

samples of your work.

3. Add trust generators to your homepage. Any seals or associations that you belong to in order to improve trust,

4. Add testimonials to the homepage to improve trust as well.

We would start by providing you with a photoshop design for your approval with all of these pieces laid out.

This would be 4 hours of time.

Service 3.0

Mobile Site Improvements

Once the homepage improvements are completed, we will go through the process of optimizing the website for mobile. Every page will work properly on smart phones, tablets and other smaller mobile formats. We will also optimize the experience to what mobile users are particularly looking for. We will also double check the landing page mobile.

This would be 2 hours of time.

Service 4.0

Keyword / Meta Description / SEO Revamp

We would be going through the website, page by page, double checking all website keywords and meta descriptions. We would update the keywords based on your AdWords account findings as well as check page SEO structures.

We would also be adding the following pieces which would improve your on-site SEO results:

1. **Sitemap:** this provides a map to search engine bots providing them with an easier way to crawl your website,
2. **On-site Website Caching:** The server has caching to improve speed already but we will be adding an additional onsite caching program to greatly improve your website load speed. Increasing website load speed is a really great step to reduce bounce rate and improve site rankings,
3. **Link your social accounts:** Linking your website to your social accounts can improve traffic to your website and improve interactions,

4. **Update image descriptions and alt text:** With your new keyword information we will infuse each image with alt text and descriptions with key words and phrases. This provides more information for SEO purposes.

5. **Captchas:** We would add captchas to your website which will reduce emails from bots or spam.

This would be 3 hours of time.

Service 5.0

SSL Certificate

This is a security measure that will improve your website's security by encrypting data transfer on your site. It will also improve your search rankings as Google now penalizes websites that don't have one. We would install one for each of your websites (your main site and your subsites) for one flat fee. (This has been completed this week)

This covers all 3 of your websites.

YET TO BE APPROVED

Subtotal	\$1,400.00
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Total	\$1,400.00
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INFO & NOTES

Thank you; we really appreciate your business.

TERMS & CONDITIONS

If you have any questions, comments or concerns, please contact us at [954-680-4584](tel:954-680-4584).

Please issue an approval to this estimate as soon as possible if you choose to accept. And leave a deposit in our conveniently located secure payment center, which you will be directed to after accepting. By accepting this contract you are agreeing to Cimetta Design, Inc. to provide you with these services rendered for the fees laid out.

Or you can find it at this link: <https://www.cimettadesign.com/paygate/billing-info.html> This price is only good for 30 days.

We thank you in advance for the opportunity and look forward to your kind reply. Make It A Great Day!

Web Browser Support

Unless otherwise specified by the client, we will be optimizing websites for browsers later than Internet Explorer 7 and Mozilla Firefox.

However, we would be more than happy to accommodate clients who require support for legacy browsers.

Third-Party Applications

Support for any third-party applications, plug-ins, or add-ons requested by Client will be billed at our hourly rate. Due to the nature of the work and the unpredictability of other developers work, we cannot provide quotes or time estimates for technical troubleshooting, integration, formatting, refactoring, or debugging.

Project Terms and Conditions

The agreed-upon contract fee for the creation, design, administering, or maintenance of the Buyer's product or service precludes Cimetta Design, Inc. from further obligation to the project upon the advent of newer technology. Cimetta Design, Inc. ensures project completion as agreed upon within this contract. Cimetta Design, Inc. is not responsible for future technological innovations. Should the Buyer require further maintenance upon their product or service at a later point in time, the Seller and Buyer shall commit to a new contract.

Revision Policy

Any errors made by Cimetta Design will be corrected at no charge to the Client. Any and all changes/ modifications made after initial information (Copy/Text and Images) is provided will incur additional charges at a rate of \$125 per hour to be billed in 15 minute increments.

Agreement

Cimetta Design agrees to provide the graphic design services to the client ("client") at a rate of \$125.00/hr.

The estimate ("Estimate") of each job will be provided upon request.

Copyrighting is not included in this estimate and Cimetta Design Inc. ("Designer") is not responsible for copyrighting any work it performs on behalf of Client.

We reserve the right to display all aspects of our creative work, including sketches, work-in-progress designs and the completed project on our portfolio and in articles on websites, in magazine articles and in books once the work is published.

Text, photographs, and images should be supplied on disk or other electronic media in the appropriate format to prevent additional charges for typing or scanning. Client agrees that it shall

not hold the Designer or its agents or employees liable for failure to perform any aspect of the Job due to lack of text, photographs, and images provided by Client.

Unless agreed by Client and Designer, Client shall provide all photographs utilized by Designer and warrants that he/she has permission to use all photographs provided and shall hold Designer harmless for any copyright or other violation which arise from the use of photographs supplied by Client.

Client is responsible for proofreading and approving all work. Designer will make a reasonable attempt to prevent typographical, grammatical and other errors, however the responsibility for proofreading the work is solely the Client's responsibility, and Designer is not responsible, whatsoever, for damages sustained by any typographical or grammatical errors.

Designer agrees to archive all graphic material prepared for its Clients but is not responsible for the corruption or loss of files after Job is complete. Retrieval of documents at a later date will incur additional charges.

Cancellation Policy- In the event of cancellation of work by Client, ownership of all copy rights and original artwork shall be retained by Designer and a cancellation fee for work completed, based on the contract price \$125.00 per hour to be billed in 15 minute increments. All deposits are non-refundable.

Web Hosting Policy- We host websites on a month to month basis. Web sites are either paid in advance or billed monthly. Due to security reasons we must have a notice in writing 30 days prior to cancellation, by the owner of the URL, before our hosting agreement can be cancelled.

Any electronic file transfers that Cimetta Design makes as a result of the changes or at the request of the Client that is out of the scope of the project is to be determined and may incur additional costs.

All payments shall be made to Cimetta Design, Inc., and sent to Designers studio listed above in Broward County Florida.

Client agrees that it shall not hold the Designer or its agents or employees liable for any incidental or consequential damages that arise from the Designer's failure to perform any aspect of the Job in a timely manner, regardless of whether such failure was caused by negligent acts or omissions of the Designer or a third party.

This agreement constitutes the entire agreement between the parties hereto and supersedes all prior agreements and writings. This agreement shall only be amended in writing by all parties

This Agreement shall become a legally binding agreement when Client sends a reply, and shall be governed by the laws of the State of Florida, and jurisdiction and venue for any lawsuit brought pursuant to this Agreement shall be filed in Broward County.

This estimate is only good for 30 days from the date on the agreement.

If any action at law or in equity, including an action for declaratory relief, is brought to enforce or interpret the provisions of this Agreement, the prevailing party will be entitled to reasonable attorneys' fees in addition to any other relief to which that party may be entitled.

Please make checks payable to: Cimetta Design, Inc. 26292 HONG KONG RD., PUNTA GORDA, FL
33983

We also accept American Express, Visa, and MasterCard in our payment center handled by
Secure Sites. To process via credit card, please visit our payment center and follow the simple
directions to make a payment online.