

# Beautiful websites.

Web design development carefully made by the best professionals. The best choice for your business.



**Choose one of our themes**  
We have the best themes to choose the one that really fits your business

**Or hire a web designer**  
We have the best web designers waiting for you

**Design your website**  
With our online personalized interface you can design the website of your dreams. Select the colors, fonts and images and we take care of everything.

[Start](#)

# AUTHORITY WEBSITE



## OVERVIEW

Building a new website is usually a draining process, but we've simplified that into one ideal timeline. We leverage the Elementor page builder to create a unique site that is all your own. This simple drag-and-drop widget functionality allows you to easily edit your new website as often as you need to. After the new site launches, you'll have 30 minutes of complimentary edits each month to use if you need our support.

You'll get a unique, semi-custom website that is SEO- and speed-focused for one low monthly fee. Our virtual onboarding process and dedicated team will take you through the process step-by-step so you can focus on more important things. Four hours of complimentary edits across three rounds of revisions will ensure the site reflects your business just how you want it.

Our websites are designed for conversions and help you stand out from the competition. We help your customers get to know your funeral home and the care you provide before they walk through your doors.

# HOW WE MAKE IT EASY FOR YOU TO HAVE A BEAUTIFUL NEW SITE FOR ONE LOW MONTHLY PAYMENT

|                   | 5 Design Pages*                  | 10 Design Pages*                  | 5 Pages of Content             | 10 Pages of Content            | Hosting        | How does this work?   |
|-------------------|----------------------------------|-----------------------------------|--------------------------------|--------------------------------|----------------|---|
| Authority Website | \$90 per month                   | \$180 per month                   | \$50 per month                 | \$100 per month                | \$70 per month | 5 Design Pages.....\$90/month<br>+ 5 Content Pages.....\$50/month<br>+ Hosting (required)...\$70/month<br>\$210/month                   |
| Total Buyout Fee  | \$7,200 (paid after 80 months**) | \$14,400 (paid after 80 months**) | \$1,200 (paid after 24 months) | \$2,400 (paid after 24 months) |                | Every 24 months you can choose a website redesign!  |
|                   |                                  |                                   |                                |                                |                | What if you want to buy out?<br>Total website fees (less hosting)<br>+ total content fees paid<br>- total buyout fee<br>= final payment |

\*Design pages are unique design templates (e.g., one template for the home page, one template for a services page that will be used for multiple services pages, etc.). The website can have up to 25 pages using the number of different design templates purchased. Contact Us and Privacy Policy are included for free.

\*\*This is a lease-to-own model. The final buyout period opens after 24 months of consecutive payments. Content is paid in full at the end of the 24 months. For the website itself, this model would require 80 months to buyout on a subscription schedule without a redesign or any add-ons. If you opt for the website redesign every 24 months, the buyout pool is set back to \$0. Essentially, you get a new website every 24 months for \$2,160 for 5 design pages or \$4,320 for 10 design pages!

## THE PROCESS





## EXPECTATIONS

- All requirements including content, website access, and additional assets are required to be ready prior to onboarding or there may be delays in the process.
- Build timeline may take up to 45 days (TBD based on revisions required).
- SEO optimization includes titles, metas, internal page linking, sitemap submission, and conversion rate optimization.
- Elementor is the page builder used to create these websites. There is no custom coding for special features in this scope. This can be purchased at an hourly rate.
- Special plugins or functionality outside of a standard website may require additional time and cost (e.g. interactive maps, shopping cart, etc).
- Manual migration of assets from a non-WordPress site may require additional time and cost.
- This is not a custom graphic design product. It's semi-custom based on the Elementor themes and is meant to be a clean, fast, and optimized site to support digital marketing activities.
- Hosting at BionicWP is required at a set fee within this subscription.
- Copywriting will be turned around in 7-14 days.
- Project includes up to 3 rounds of edits (up to 4 hours) to the development site before launch. Anything post-launch will be deemed as new scope and charged at an hourly rate. Additional edit time can be purchased as an add-on.
- The eCommerce add-on for \$500 includes setup of the payment portal and one product page only. It does not include special search functionality.



## THE FINE PRINT

- A \$500 cancellation fee applies to builds canceled prior to launch or before buyout is complete. No prior credits will be applied and there are no refunds.
- You can buy out in full after 24 months or get a new site every 2 years.
- Site speed optimization is not provided if you do not host with us once the site is purchased in full. These sites are built with BionicWP's service in mind.
- The first site fee will be collected upon engagement and a recurring charge will take place each month automatically.
- The site remains under The Funeral Home Agency's ownership for the lifetime of the site or until a buyout for the balance of the full price is completed.
- \*\*Final purchase price will be determined at the time of the buyout which varies by site size and add-ons included.\*\*
- Previous website payments will accrue and be counted towards credit of the final purchase price if you choose a buyout plan. Hosting fees are not applicable to the final purchase price.
- You will have logins to add, edit, or upload content post launch.
- New site design requests may be submitted after month 24.
- After 24 months, you are free to request a new site or content refresh (if applicable) as the original monthly fee will remain in place.



## SETUP TIMELINE

- Day 1 – Virtual onboarding and requirements are shared (Please note that your billing date and onboarding date are usually 2-3 days different.)
- Day 5 – Website homepage design is shared
- Day 10 – Internal pages are built out
- Day 14 – Site complete, revision rounds begin
- Day 45 – Launch (TBD on revision pace)

### Prior to onboarding:

- Designate a point of contact for the project.
- Gather your login information for your domain, your website, your hosting, and your Google Analytics and Google Search Console accounts.
- If you don't have a GA and GSC account, provide a Google email address to use to create them.
- Gather your social media links.
- Outline the sitemap you want.
- Identify three inspiration sites - what you like about them and what you'd like to copy for your site.
- Gather your images and videos and think about things you don't like.
- Gather your fonts and colors (primary, secondary and highlight). Include the hex codes for colors if known (or we can pull from your existing site).
- Gather your tagline and key messages.



**THANK YOU!  
WE LOOK FORWARD TO  
WORKING WITH YOU.**



## **Month-to-Month**

- Custom Strategy
- 30 Minutes Complimentary Edits
- Real-Time Monitoring
- Daily Security Scans
- Core, Theme & Plugins Updates
- Site Speed Optimization

