

In scope and out of scope, Larkspur Hardware Co. replatform, \$21,800 fixed, ten weeks

SECTION 2, IN SCOPE

Six templates built on the new platform: home, category, product, cart, checkout and content page - \$8,400

Migration of the 480 products in the export dated 3 September, images and copy as supplied - \$4,800

Migration of three years of customer accounts and order history - \$2,600

Payment and shipping setup, one payment provider and two carriers - \$1,800

Redirect map covering the 480 product URLs and 22 content pages - \$1,500

Two rounds of revisions on the templates before launch - \$1,700

Launch, domain cutover and five business days of post-launch support - \$1,000

SECTION 3, OUT OF SCOPE

Any product beyond the 480 in the September export - \$10 each

A seventh template of any kind - \$1,400

New product photography - \$180 per item

Writing or rewriting product copy - \$45 per product

A third carrier or a second payment provider - \$650 each

Subscription or trade pricing tiers - quoted separately, not under \$4,000

Email template design - \$1,200

Search rankings and content work after the redirect map ships - separate retainer