



# ORANGE HILL DEVELOPMENT PRICE LIST

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WSI IC

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## INTRODUCTION / WHY ORANGE HILL DEVELOPMENT?

Dear WSI IC,

Personally, I'm operating in the IT sector since 1996. I've built my first website in 1999. and ran my first SEO campaign in 2001. Orange Hill Development company is operating since 2007. So far we've built more than 150 websites and helped our clients such as *The Coca-Cola Company, Carlsberg, Burn, and Nestea* to achieve their digital goals.

We have been an Authorized WSI Supplier for more than two years, and we understand that the two most important services ICs require and often sell as 'foot-in-the-door' services are Website Development and SEO.

We've decided to create the best possible pricing offer to WSI ICs while making sure that these important traits of our service are preserved:

- Quick response
- Great quality of services performed
- Quality Assurance (QA) before project delivery conducted by a skilled professional
- Timely project delivery

**I will personally work with you to help you sell the service to your client, free of charge!**

Feel free to ping me or simply [schedule the call by clicking here!](#)

Yours Sincerely,  
Tihomir Opacic, Orange Hill Development



## INTRODUCTION / POINTS OF CONTACT

Points of Contact:		
Name	Email	Skype
Tihomir Opacic	<a href="mailto:tihomir.opacic@orangehilldev.com">tihomir.opacic@orangehilldev.com</a>	tihomir.opacic.ohd
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## WEBSITE DEVELOPMENT SOLUTIONS

Website Development				
Package Includes	Details	Tier I	Tier II	Tier III
Site Setup	Wordpress theme programming and set up.	USD 500	USD 950	USD 1,150
Wordpress plugins	Denotes the number of plugins that will be installed and maintained on a monthly level, per package selected.	0	3	5
Homepage Design Revisions	A number of times the homepage design is sent to a client for a revision.	0	2	3
Contact Form	Contact form implementation that sends an email to a website owner.	included	included	included
Google Map w/ business location marked	Google map on with a pin demarking a business location.	included	included	included
GA Setup	Google Analytics account setup and GA code insertion so that website is tracked as soon as it goes live.	included	included	included
GA Goals Setup	A number of Google Analytics goals to measure the conversions.	n/a	3	5
W3C Compliance Check	Delivered code will be <a href="#">W3C compliant</a> . This is an important factor for quality SERP rankings.	included	included	included
<b>Website QA Check</b>	<b>All websites are QA-tested by our professional Quality Assurance personell before handing the site to a client.</b>	<b>included</b>	<b>included</b>	<b>included</b>
Custom Forms	A number of custom forms implementations.	n/a	1	2
Number of pages	A page is considered as a unique URL (e.g. Homepage, Contact Us page, Product page, Blog post etc.)	5	15	25
Initial Content Entry	The content must be provided by the client.	included	included	included
Monthly WP and Plugin Upgrades	To maintain the high levelevel of security Wordpress and WP Plugins need to be upgraded on a monthly basis.	included	included	included
Daily Backup	All sites hosted with Orange Hill Development are backed-up on a daily basis to a remote server location.	included	included	included
Monthly Report	Monthly report includes detailed info about WP and WP plugin upgrades, backups status report, site uptime report, Google Analytics pageviews report. Sample report is provided at <a href="http://bit.ly/2nqMLtG">http://bit.ly/2nqMLtG</a> .	included	included	included
Domain Purchase, Setup & Renewals	If a client doesn't have a domain registered, we will register a .com domain for him and set it up with no extra charge. We will also handle the domain renewals. For exotic TLDs such as .me extra charges may apply.	n/a	USD 20	USD 20
Hosting Setup	A one-time fee to setup the hosting server.	USD 10	USD 25	USD 30
<b>TOTAL ONE-TIME FEE - IC PRICE</b>		<b>USD 510</b>	<b>USD 995</b>	<b>USD 1,200</b>
<b>MONTHLY COST - IC PRICE</b>	A monthly website hosting cost. Includes domain renewals and WP/Plugin updates.	<b>USD 10</b>	<b>USD 25</b>	<b>USD 30</b>



## SEARCH ENGINE OPTIMIZATION

SEO				
Package Includes	Details	Tier I	Tier II	Tier III
Keywords	A number of keywords or keyword phrases used to conduct on-site and off-site SEO.	10	20	40
Pages	A number of website pages that will be SEO optimized.	10	20	40
Articles	A number of articles created per selected package.	1	2	4
Competition Analysis	A process to identify important SEO and social engagement metrics for direct competitors.	n/a	3	3
Keyword Research	A process of finding the best keywords or keyword phrases to use in the SEO process, that will potentially yield the best results.	included	included	included
Website diagnosis & recommendations	A process that identifies all SEO-related issues. Recommendations on how to remedy the issues will be provided.	included	included	included
On-page SEO implementation	Applies the recommendations listed during the website diagnosis process.	included	included	included
Internal navigation optimization	Includes fixes of anchor texts, URL structure, canonical fixes, 301 redirections etc.	included	included	included
Sitemap & robots.txt setup	Includes creation of XML sitemaps and robots.txt file.	included	included	included
JSON-LD implementation	JSON-LD is a way to implement a structured data to website pages, leading to a more prominent SERP result presentation.	n/a	included	included
Monthly Report	Contains the most important KPIs for the past month.	included	included	included
W3C Compliance Check	A check to validate that a website code is <a href="#">W3C compliant</a> .	included	included	included
Rank Check	A check to validate SERP rankings for a chosen set of keywords.	included	included	included
GA Tool Setup	Google Analytics account setup and GA code insertion.	included	included	included
Webmaster Tools Setup	Google Webmaster Tools setup.	included	included	included
Articles creation	A number of articles created monthly for a selected package. Articles have 300 - 350 words each.	n/a	2/mo	4/mo
Submissions	Monthly submissions made to local directories, blogs, forums, etc.	40/mo	50/mo	90/mo
Social Bookmarking	A number of social links created for a selected package on a monthly basis.	20/mo	30/mo	40/mo
<b>TOTAL ONE-TIME FEE - IC PRICE</b>		<b>USD 700</b>	<b>USD 1,200</b>	<b>USD 2,000</b>
<b>MONTHLY COST - IC PRICE</b>		<b>USD 100</b>	<b>USD 350</b>	<b>USD 600</b>



## **DIGITAL SERVICES AND CONSULTANCY**

The services offered by Orange Hill Development are not limited to Wordpress Website Development and SEO. Please contact us for free consultancy, or for a project quote if you need help with:

- Magento Webshop Development
- Facebook Applications
- Mobile Websites
- Mobile Apps
- Newsletter Templating
- Custom Web Programming