

Brightfold Web Studio LLC
(fictitious)

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QUOTE

Reference: BWS-2026-014
Version: 2
Date: October 9, 2026
Valid until: November 8, 2026

PREPARED FOR

Alder Ridge Outfitters (fictitious client)

Jordan Blake (fictitious), Marketing Director
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1200 Sample Ridge Road, Boulder, CO 80302

PROJECT

Website redesign: new visual design system, CMS build and migration of 45 pages

SCOPE AND DELIVERABLES

Redesign of the Alder Ridge Outfitters website on the client's existing WordPress hosting: discovery, wireframes, a new visual design system, a front-end build with editable blocks, migration of 45 existing pages, accessibility checks and launch.
The online store is a separate platform and stays as it is; the new site links to it.
The six deliverables below describe each part, its amount and how it is accepted.

DELIVERABLES

1	Discovery and sitemap	USD 1,900.00
	A 2-hour discovery workshop with your team, a review of the current site analytics and search data, and a proposed sitemap and navigation for the new site. Acceptance criteria: Sitemap and navigation approved in writing by the client's point of contact.	
2	UX wireframes	USD 3,100.00
	Wireframes for 9 key templates (home, category, product story, store locator, blog list, article, about, contact and generic page) for desktop and mobile, shared as a clickable prototype. Acceptance criteria: All 9 templates wireframed at 375 px and 1440 px widths and approved in writing.	
3	Visual design system	USD 5,400.00
	Color, type, spacing and component styles based on the current Alder Ridge brand, applied to the 9 templates. Includes a component sheet with buttons, forms, cards and navigation. Acceptance criteria: Designs for all 9 templates at 375, 768 and 1440 px, body text contrast of at least 4.5:1 (WCAG 2.2 level AA as the design target), approved in writing.	

4	Front-end build and CMS setup	USD 8,700.00
	The 9 templates built as editable WordPress blocks, responsive at the 375, 768 and 1440 px breakpoints, with a store locator fed from a spreadsheet the client can update and a contact form that sends to two addresses. Acceptance criteria: Templates work in the latest two versions of Chrome, Safari, Firefox and Edge and on iOS and Android phones; the client can create and edit a page without code.	
5	Content migration (45 pages)	USD 1,800.00
	Migration of 45 existing pages and their images into the new templates, with 301 redirects from the old addresses. Texts are moved as supplied, with light formatting only. Acceptance criteria: 45 pages published on the staging site, a redirect map covering every old address and no broken internal links in the final link check.	
6	Accessibility checks, launch and training	USD 2,568.41
	Automated and manual accessibility checks (keyboard navigation, headings, alt text, form labels, color contrast), fixes of issues found in the provider's work, launch on the client's hosting and a recorded 90-minute CMS training session. Acceptance criteria: Accessibility checklist delivered with no open critical issues, site live on the client's domain and training session held.	

INCLUDED REVISIONS

Two rounds of consolidated feedback per phase: wireframes, visual design and build. Further rounds are handled as changes to the scope.

NOT INCLUDED

- Writing new copy or product descriptions (the client supplies final texts)
- Photography, video and stock images
- Changes to the online store, checkout or payment systems
- Hosting, domain and third-party license fees after launch
- SEO campaigns, paid advertising and ongoing content updates
- Translations into other languages
- Maintenance after the 30-day support period

CLIENT RESPONSIBILITIES

- Jordan Blake (fictitious) is the single point of contact for feedback and approvals.
- Final page texts, product photos and logo files by the end of Week 2.
- Consolidated feedback within 3 business days of each delivery.
- Administrator access to the WordPress hosting, the domain DNS and analytics in Week 1.

Delays in any of these may move the dates in the timeline.

TIMELINE AND MILESTONES

MILESTONE	WHEN
Kickoff and discovery workshop Workshop, analytics review and content inventory.	Week 1
Sitemap and wireframes Sitemap approval, then wireframes for the 9 templates.	Weeks 2–3

MILESTONE	WHEN
Visual design Design system and page designs; design approval triggers the second payment.	Weeks 4–5
Build on staging Templates built as editable blocks on a staging site.	Weeks 6–8
Content migration and QA 45 pages migrated, redirects, accessibility and browser checks.	Weeks 9–10
Launch and training Go-live on the client's domain and recorded CMS training.	Week 11

AMOUNT

Price	USD 23,468.41
Total	USD 23,468.41

Amounts in USD.

No sales tax is included in this quote, based on the provider's own assessment for these services.

PAYMENT SCHEDULE

PAYMENT	DUE	%	AMOUNT
Quote acceptance	On signing, before work starts	40%	USD 9,387.37
Design approval	On written approval of the visual design (around Week 5)	30%	USD 7,040.52
Launch	Within 15 days of the site going live	30%	USD 7,040.52
Total			USD 23,468.41

REVIEW AND ACCEPTANCE OF DELIVERABLES

Each delivery (sitemap, wireframes, visual design, staging build and migrated content) has a review window of 3 business days. Please send one consolidated set of comments per round through the shared project board. A deliverable is accepted when it meets its acceptance criteria or when Jordan Blake (fictitious) approves it in writing; an email is enough.

CHANGES TO THE SCOPE

Changes to the agreed scope (for example new templates, more pages to migrate or new integrations) are requested in writing. Brightfold replies within 2 business days with the effect on price and timeline, and the extra work starts only after written approval. Approved changes may move the launch date.

TERMS

Prices in US dollars. This quote is valid for 30 days from its date.

Version 2 replaces version 1 after the discovery call: the migration is reduced from 60 to 45 pages and an accessibility review is added.

Estimated duration: 11 weeks from the kickoff, provided that content and feedback arrive on the agreed dates.

Parties and figures in this document are fictitious and illustrative; tax rates are shown for illustration only.

ADDITIONAL TERMS

1. Ownership of final deliverables

Once the full fee in this quote has been paid, the client owns the final approved designs, templates and migrated content and may use them for any purpose, to the extent the applicable law allows. Drafts, unused concepts, working files and the provider's pre-existing code libraries and know-how remain with the provider; where any of them form part of the final website, the client receives a non-exclusive, perpetual license to use them as part of that website. Until full payment, deliverables may be used for review only.

2. Third-party costs and licenses

The price includes staging hosting during the project and one year of the premium form plugin. Other third-party costs such as fonts, stock images, additional plugins, domains or hosting after launch are not included; the provider will tell the client about any such cost before incurring it, and licenses are bought in the client's name. Their use is subject to each third party's own terms.

3. Late payment

Payments are due on the dates stated in the payment schedule. If a payment is more than 10 days late, the provider may pause the work after notifying the client in writing, and will resume it once the overdue amount has been received. Delivery dates move by at least the length of the pause.

4. Cancellation and termination

The client may cancel this project at any time by written notice. The client then pays for the work carried out up to the date of the notice, plus 25% of the fee for the work not yet done and any third-party costs already committed. Either party may also end the project in writing if the other does not remedy a serious breach within 10 days of being notified; the provider then hands over all work that has been paid for.

5. Support after launch

For 30 days after launch, the provider will fix, at no extra charge, any defect that prevents the website from working as described in this quote. This covers errors in the provider's own work; new features, content changes and problems caused by plugin or WordPress updates or by changes made by others are quoted separately. Requests should be sent by email with enough detail to reproduce the problem.

ACCEPTANCE · BWS-2026-014 · V2

By signing below, Alder Ridge Outfitters (fictitious client) accepts this quote (version 2) as described, including the scope, price and payment schedule, and the terms above.

Accepted by (name and position)	Signature	Date