



Web Hosting and Domain Management

Your website is one of your most important brand assets — is yours keeping pace with your business?

More than ever before, a strong digital presence is essential for winning at retail. Sales Factory recognizes that every business is unique. That's why we offer tiered digital services that can be tailored to meet your specific needs.

Whether you need simple web hosting, proactive maintenance or SEO support, our cloud-based servers ensure that your audience has uninterrupted access to your site with the page speed you need to keep shoppers engaged. The flexibility to choose more comprehensive domain management allows you to stay growth-focused while resting assured that your website is optimized.

Package Options



ESSENTIAL:

- **Hosting (Digital Ocean)**
 - 1 CPU
 - 1GB RAM
 - 25GB SSD storage
 - 1TB transfer
 - Weekly server backups
- **Hosting Management (Server Pilot)**
 - Includes free SSL
- **Essential Tier Privacy Compliance**
 - For sites with less than 100K monthly pageviews and 600 pages of content
- **Website maintenance upon request**
 - Work estimate will be generated based on hourly rate of \$316.00/hour.

ANNUAL TOTAL: \$520.80

DEFENSE (PERIODIC MAINTENANCE):

- **Hosting (Digital Ocean)**
 - 1 CPU
 - 2GB RAM
 - 50GB SSD storage
 - 2TB transfer
 - Weekly server backups
- **Daily Site Backups:**
- **Hosting Management (Server Pilot)**
 - Includes free SSL
- **Defense Tier Privacy Compliance**
 - For sites with less than 300K monthly pageviews and 4,000 pages of content, includes the option to implement geo-targeting.
- **Website Maintenance and Code Core Updates (Annual)**
 - Biannual maintenance and updates to core website code
 - Update Wordpress core version
 - Update all plugins
 - Ensure the server is using the latest version of PHP and Apache
 - The website will be backed up before the maintenance process to ensure it can be restored in the case of technical issues.
- **Website maintenance upon request**
 - Work estimate will be generated based on hourly rate of \$316.00/hour.

ANNUAL TOTAL: \$3,477.30

OFFENSE (PROACTIVE MAINTENANCE):

- **Hosting (Digital Ocean)**
 - 2 CPUs
 - 4GB RAM
 - 80GB SSD storage
 - 4TB transfer
 - Weekly server backups
 - Staging site
- **Daily Site Backups:**
- **Hosting Management (Server Pilot)**
 - Includes free SSL
 - Staging site
- **Offense Tier Privacy Compliance**
 - For sites with more than 300K monthly pageviews and up to 8,000 pages of content, includes the option to implement geo-targeting and apply custom branding.
- **Basic SEO Audit and Implementation**
 - Site structure and navigation audit
 - Keyword research and analysis
 - On-page HTML and content audit
 - SEO error analysis
 - Site speed analysis



- **Website Maintenance Monthly Retainer**

- Biannual maintenance and updates to core website code
 - Update Wordpress core version
 - Update all plugins
 - Ensure server is using latest version of PHP and Apache
- Website will be backed up before the maintenance process to ensure it can be restored in the case of technical issues.
- This retainer cannot exceed 5 hours. Additional work can be completed upon request, work estimate will be generated based on hourly rate of \$316.00/hour.

ANNUAL TOTAL: \$24,452.50

ADD ON TO ANY PACKAGE:

- **SSL Certificate (Annual)**

- Basic (adds extra security for storefronts or websites with customer data): \$153.89
- Wildcard (provides SSL for subdomains in addition to main domain, ie. info.domain.com): \$384.89

- **Staging Site (Annual):** \$252.00

- A staging site allows for there to be a safe environment for development, testing, and website maintenance.

- **Domain Registration (Annual):** \$55.00

- Cost may vary if a different domain is required such as .info .shop, etc
- Cost may vary for desirable domain names, such as shoes.com
- Private registration is an additional \$30.00 per year

- **Website Maintenance and Code Core Updates (Annual):** \$2,750.00

- Biannual maintenance and updates to core website code
 - Update Wordpress core version
 - Update all plugins
 - Ensure the server is using the latest version of PHP and Apache
- The website will be backed up before the maintenance process to ensure it can be restored in the case of technical issues.

- **Basic SEO Audit and Implementation (One-time Project):** \$6,854.00

- Site structure and navigation audit
- Keyword research and analysis
- On-page HTML and content audit
- SEO error analysis
- Site speed analysis
- ADA compliance
- Deliverable: Plan outlining our findings and identifying the highest impact potential projects. We will collaborate with the client on a list of 15-20 high-value pages for optimization.
- Implementation up to 15 hours

- **Daily Site Backups (Annual):** \$140.00



Our Processes

WEB MAINTENANCE



Create thorough backup of current site



Create local test environment to make updates in isolation



Make updates to live site

SEO AUDIT



Examine website's structure and navigation to ensure it is user-friendly and search engine-friendly



Collaborate with the client to identify 15-20 high value pages for analysis and improvement



Conduct keyword analysis of the current landscape and potential and compare with competitor/mentor brands to find opportunities



Analysis of on-page elements to ensure pages are optimized for search engines



Analysis of technical SEO to find any issues that may hinder search engine crawling and indexing



Perform site speed analysis



Determine ADA compliance

Interested in learning more

about market sizing or other Sales Factory services?

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