



**From:**

Your Page Today LLC  
1087 Riverside Dr. A  
North Grosvenordale, CT 02655

Invoice Number	INV-2893-1
Invoice Date	January 10, 2022
Due Date	January 10, 2022
<b>Total Due</b>	<b>\$750.00</b>

**To:**

The Fish World LLC  
185 West Main Street  
Dudley MA. 01571  
<http://www.thefishworld.com>  
[daniel.adam.brinkley@gmail.com](mailto:daniel.adam.brinkley@gmail.com)

PAID



Hrs/Qty	Service	Rate/Price	Sub Total
1	<p><b>Invoice: 2893 Website Development</b>            Custom Web Site Design: Custom web design with creative direction of client. Design shall utilize a Wordpress Theme as a foundation for the site layout and mobile responsive functionality.            Web Development With CMS: We propose the use of "Word Press" content management system for its ease of administrative use and level of customization allowed for a fully custom integrated design.</p> <ul style="list-style-type: none"> <li>o Development of designed site integrated into a content management system.</li> <li>o Creation of all pages according to site map</li> <li>o Integration of content (provided by client, content writing is an additional fee)               <ul style="list-style-type: none"> <li>• Easy to use navigation system (links to and from every page site wide).</li> <li>• Formatting of all images used on your site.</li> <li>• Inclusion of email links on any page you wish.</li> <li>• Addition of Social Media account links from site out to social media accounts</li> <li>• Complete optimization of the web site to include:                   <ul style="list-style-type: none"> <li>• unique meta title added to each page</li> <li>• unique meta description added to each page</li> <li>• Keyword research and unique meta keywords added to each page</li> </ul> </li> <li>• Submission of site for consideration of addition to directory of Google</li> <li>• Addition of site to Google Webmaster Tools</li> <li>• Addition of Google Analytics (or other stat tracker)</li> <li>• Creation of XML site map</li> </ul> </li> </ul> <p>CMS shall provide the ability to:</p> <ul style="list-style-type: none"> <li>• Add new pages / content /images / videos (within content areas).</li> <li>• The addition/editing of a page within your admin shall allow you to choose between 1, 2 and 3 column layouts.</li> <li>• Edit content of web site (i.e. text on pages).</li> <li>• Edit and add images on the web site (limited to content areas only).</li> <li>• Add and edit photo galleries on any page you wish.</li> <li>• Add and edit contact forms on any page you wish with ability to allow for multiple recipients. (contact forms shall contain tools for exporting of form submission information via spreadsheets.)</li> <li>• Ability to add link to content areas to link to existing pages of the site.</li> <li>• Built in search engine optimization tools for individual page optimization.</li> <li>• Ability to add video to web site (i.e. embedded video from You Tube).</li> <li>• Analytics tracking tools integration to view site statistics from your admin.</li> </ul>	\$1,500.00	\$1,500.00



Sub Total	\$1,500.00
Tax	\$0.00
Paid	-\$750.00
<b>Total Due</b>	<b>\$750.00</b>

Paid