

Application Overview

Our application consists of two parts: The **Front End** is a website that draws in your audience and converts them to customers. The **Back End** is an online tool that helps you manage your sires and dams, litters, and reservations, and automatically updates your website with the most current information.

Front End

A fast, responsive website that makes it easy for potential customers to get information about you and your dogs.

Select from one of our professional themes, or have us create a fully customized look and feel for your site. All of our sites are created with cutting-edge web technology, so they'll load fast and look great on any device.

Back End

Manage sire and dam status, litter information, reservations, puppy selection, and payment tracking all in one place, and your website will update automatically.

Most website platforms make you edit content on a page-by-page basis, but you're not a webmaster -- you're a responsible dog breeder. Our application lets you manage your website content in terms of dogs and litters instead of pages and plugins.

Website Packages

Silver (\$500)	Gold (\$1,500)	Platinum (\$3,000)
<ul style="list-style-type: none">• 5-page site<ul style="list-style-type: none">◦ Typically, pages are: Home, About Us, Our Dogs, Available Puppies, and Contact Us• Base theme with 1 round of revisions• Content consultation• Breeder-specific content management system	<ul style="list-style-type: none">• Up to 7 pages• Base theme with up to 5 customizations and 2 rounds of revisions• Content consultation and optimization• Adoption application• 1 email address at your domain	<ul style="list-style-type: none">• Up to 10 pages• Fully custom theme with up to 3 rounds of revisions• Content consultation and optimization• Adoption application• Blog• Up to 5 email addresses

Website Add-Ons

Item	Detail	Cost
Free customization of base theme <i>(included in all packages)</i>	The base website theme can be customized in the following ways for no additional cost: <ul style="list-style-type: none"> • Add your logo • Add photo of choice to site header • Customize site colors • Customize site fonts (limited selection) 	Free
Additional customization of base theme <i>(5 included in Gold)</i>	Additional customizations can be made to the base theme, including (but not limited to): <ul style="list-style-type: none"> • Add social media feed page • Customize "inside" page layouts • Modify contact form fields • Basic intro or page transition animation <p>If you're not sure if what you want falls under base theme customization, or a fully custom theme (below), talk with us!</p>	\$100 per customization
Fully custom theme <i>(included in Platinum)</i>	Create a fully customized look and feel for your site. After the initial consultation, you'll be presented with at least 2 design options, and have the opportunity to give 2 rounds of revisions on those designs.	Varies based on requirements. Typically ranges from \$1,500 - \$4,000.
Additional pages <i>(2 included in Gold, 5 included in Platinum)</i>	Pages added on to basic or premium website package.	\$150 / page
Content creation	We'll create professional copy for your website pages to entice and engage your audience, and edit up to 3 photos per page for maximum impact.	\$200 / page
Adoption Application <i>(included in Gold and Platinum)</i>	Online application for potential customers	\$250
Blog <i>(included in Platinum)</i>	A blog allows you to consistently add new, relevant content to your site, which is a great help with search engine rankings. Our blog system has an easy-to-use back-end for you to write and publish your content, without the overhead and hosting issues that come with a big blog platform such as WordPress. If you don't have the time or inclination to write your own blog posts, we also offer content creation services. <i>(See Additional Web Services, below)</i>	\$250

Customer portal	Create logins for waitlist / reservation families on your website, allowing them to manage their preferences and see families-only content	\$500
Payment portal	Accept payments via your website. Can be combined with customer portal, or used as standalone system. Normal payment processing fees will apply.	\$500
Email addresses <i>(1 included in Gold, 5 included in Platinum)</i>	Set up an email address at your domain.	\$25 / address

Website Maintenance and Support

Item	Detail	Cost
Unsupported	We create user accounts for you with a web hosting provider and other vendors that provide the services needed to keep your site running. You're responsible for maintaining the accounts, finding support for any issues that arise, and managing your content & SEO.	Around \$20 / month for a basic site, and could be more for a site with added custom functionality.
Basic Support	<ul style="list-style-type: none"> We take care of the hosting and other services needed for your site Troubleshooting / support via email 1 hour / month of basic site and content updates 	\$75 / month
Full Support	<ul style="list-style-type: none"> We take care of the hosting and other services needed for your site Unlimited troubleshooting / support via email, phone, and video chat 4 hours / month of site and content updates 	\$150 / month

Additional Web Services

In addition to our web development services, we offer a variety of website optimization and digital marketing services that can help you maximize the effectiveness of your online presence. Services run the full range of needs, from SEO to branding to social media management.