



CORNERSTONE
INTERNATIONAL ALLIANCE



RPB DIGITAL

Alliance Member

**Website Design, Development, & Maintenance
Information Package**

2021

About RPB Digital

RPB Digital is a Web Design and Maintenance firm located in Charleston, SC. We have worked with a wide range of organizations from small local businesses since 2014, with extensive specialization in the M&A and Private Equity industry.

RPB Digital and Cornerstone International Alliance

In late 2018, after the development and launch of the Cornerstone International Alliance [website](#), CIA and RPB Digital began a discussion about finding a way to bring RPB Digital's web expertise and industry experience to the members of the Cornerstone network in a way that would be beneficial to all involved. Because RPB Digital is a small firm, we can provide the hands-on care, detail, and attention that is needed to build an effective website while doing so at a lower cost than larger do-it-all online marketing firms. By partnering with Cornerstone International, we're able to lower that cost even further.

The RPB Digital Development Process

No two web projects are the same, and RPB Digital tailors each to match our client's individual needs. Our aim is to develop a site that appears as professional online as the your team does in person, while maintaining your brand's unique identity and providing visitors with the information they seek.

We build sites that meet both industry and Google best practices with simple site architecture and targeted messaging for ease of use by users. Implementing a responsive design for mobile and tablet visitors is also a top priority, which will ensure the site is in good standing with major search engines.

Phase 1: Design of Front End of Website

- Confirmation of new design direction and project goals
- Wireframes and visual sitemap will be provided for review prior to finalizing new layout and information architecture
- WordPress installed on development server
- Design of Home page and navigation menus
- Initial content strategy development

Phase 2: Website Integrations & Functionality

- Configuration of third-party plugins
- Styling of individual interior pages
- Creation of additional elements, e.g. tombstones, testimonials, sliders, portfolio, etc.
- Implementation of calls-to-action, inquiry forms, etc.
- Google Analytics integration and customization
- Initial SEO optimization
- Final image selection

Phase 3: Website Launch

- Website is launched on live server
- Contact form testing
- Bug testing and broken link scan
- Site manual and instructional walk-through call

Site Changes & Maintenance

Need changes to your current website? We can do that too. RPB Digital also offers hourly web work services for changes to existing sites built with WordPress, Joomla, Drupal, Webflow, Squarespace, Wix, Static HTML, and many other popular content management systems for Cornerstone International Alliance members at the 30% discounted rate of \$70/hr.

Monthly maintenance packages are also available. Keeping your site and its plugins up to date is critical for site security and preventing malware or information breaches. We'll also run weekly backups so that if anything ever does happen, we can have your site back up and running immediately.

For more information, visit www.rpbdigital.com or contact ryan@rpbdigital.com

	Large Agency Fee	RPBD Avg Fee	CIA Member Fee
Basic Website Development <ul style="list-style-type: none"> ● Full WordPress responsive website development and design ● Up to 10 pages (additional pages can be added) ● Design wireframes and site map ● Configuration of Google Analytics and Google Search Console ● Content editing & consulting ● Development and configuration of contact forms ● Designed with the goal of ensuring the site has a strong base for future SEO improvement efforts ● Does not include dynamic features, e.g. image change roll over, custom animation or sliders, formatting of tombstones or other custom imagery, etc. 	\$8000	\$6000	\$4500
SEO On-Page Optimization <ul style="list-style-type: none"> ● Keyword research and strategy ● Addition of SSL certificate for switch to https (may include additional cost depending on hosting provider) ● Implementation of Google Search Console ● Implementation of SEO content plugin ● Correction of on-page SEO issues <ul style="list-style-type: none"> ○ Addition of sitemap and robots.txt ○ Title tag creation for all pages ○ H1 headline tags for all pages ○ Meta tag creation for all pages ○ Fix broken internal links ○ Redirect broken external links ○ Creation of crawlable, accessible URLs where needed ○ Site speed optimization 	\$1750	\$1250	\$1000
Tombstones <ul style="list-style-type: none"> ● Custom design, development, and population ● Unlimited number of tombstones ● Conditional formatting available 	\$1500	\$1000	\$750
Testimonials <ul style="list-style-type: none"> ● Multiple display options ● Unlimited number of testimonials 	\$750	\$500	\$300
Blog / News Page <ul style="list-style-type: none"> ● Framework development and implementation ● Unlimited number of blog posts 	\$1000	\$800	\$500

*All prices are estimates. Every project is different and will require a project-specific estimate after discussing your needs. All services provided by RPBDigital to Cornerstone International Alliance members will receive 20-30% discount from normal cost.