



gillmour.com

WE CREATE WEBSITES

I specialize in creating custom **WordPress** solutions that not only look great but perform exceptionally. From **small business websites to complex e-commerce platforms**, I've helped clients across various industries establish their online presence.

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PRICE CATALOGUE

STARTUP

\$500

10 DAYS

- ✓ Custom WordPress development
- ✓ Responsive & mobile-optimized
- ✓ Cross-browser compatibility
- ✓ Basic SEO optimization
- ✓ Single Page or 2 Pages
(Home + Contact)

PREMIUM

\$950

10 - 15 DAYS

- ✓ Everything in Starter + 5 pages
- ✓ 1 Figma design mockup + 2 revisions
- ✓ Performance & SEO optimization
- ✓ 24-hour response time
- ✓ Post-launch support included

ENTERPRISE

Ideal for large-scale projects with custom requirements

20 - 35 DAYS* *[vary with requirements]*

- ✓ Everything in Premium
- ✓ Custom integrations + Woocommerce
- ✓ Ongoing maintenance & support
- ✓ Dedicated project management
- ✓ Source files & documentation

HOURLY RATE | \$35 per hour

Our **Hourly Rate** is the best choice for projects involving **complex technical integrations, specialized consulting, or scopes that are not fully defined.**

This structure provides ultimate flexibility and transparency. **You only pay for the exact time spent** on strategy, research, development, and unexpected challenges, ensuring you are fairly billed for the effort required to handle highly customized or evolving work.



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1. THE DEVELOPMENT PROCESS

This section clearly outlines the project lifecycle, ensuring the client knows exactly what to expect from start to finish.

Step	Section Title	Key Activities	Client Deliverable/ Approval
1	Discovery & Strategy	In-depth consultation to define business goals, target audience, technical requirements, and content strategy. Agreement on the final project scope (the foundation).	Signed Proposal/ Contract & Project Brief
2	Design & Architecture	Wireframing (structural plan), followed by the complete visual design in Figma. I focus on UI/UX best practices and mobile-first design.	Figma Design Mockups (Home Page + Key Templates)
3	Development Build (Staging)	Setting up the development environment, theme structure, and core plugins. Transforming the approved Figma design into a functional, responsive WordPress website on a private staging server.	Private Staging Link for Testing
4	Content & Refinement	The client provides final copy, images, and other assets. I integrate and format the content. We conduct 2 rounds of revisions on the staging site.	Final Site Ready for QA
5	Quality Assurance (QA) & Testing	Comprehensive testing across multiple devices and browsers (cross-browser compatibility), load speed optimization, final security checks, and SEO configuration review.	Final Approval Sign-off
6	Launch & Handover	Migration from the staging environment to the live domain. Final checks and confirmation. Full administrative access is transferred to the client.	Live Website
7	Training & Support	Personalized training session on managing content and using the WordPress dashboard. Includes a 30-day post-launch warranty for bug fixes (optional maintenance plans available).	Training Session & Handover Documentation

2. TECHNOLOGY STACKS & TOOLS

DESIGN & PROTOTYPING

Category	Stack/Tool	Benefit for the Client
Design	Figma	Industry-standard tool for collaborative design, allowing you to see and comment on the design before any code is written.
Core Framework	Custom WordPress Block/Theme Development	Builds lean, fast, and maintainable sites. Avoids "page builder bloat" and ensures maximum flexibility.

DEVELOPMENT & CORE TECHNOLOGIES

Category	Stack/Tool	Benefit for the Client
Core Languages	PHP, MySQL, HTML5, CSS3, JavaScript	Ensures the website is built on a solid, secure, and future-proof foundation compliant with the latest web standards.
Data Structure	Advanced Custom Fields (ACF)	Creates a custom, simple interface for content editing, making it easy for non-developers to update complex parts of the site without breaking the design.
Version Control	Git / GitHub	Professional development workflow for tracking changes, preventing errors, and simplifying long-term maintenance.

PERFORMANCE, SECURITY & SEO

Category	Stack/Tool	Benefit for the Client
Performance	LiteSpeed (Caching)	Blazing-fast loading times, which is essential for user experience and search rankings.
Security	Sucuri/Wordfence (or similar)	Proactive protection against malware, brute-force attacks, and core vulnerabilities.
SEO	Rank Math / Yoast SEO	Ensures the website is technically optimized from day one to rank well on Google.

3. IMPORTANT TERMS & PROJECT CONDITIONS

Including these key contractual points in a summary format immediately addresses client concerns and minimizes scope creep. [Note: This is not a legal contract].

Financial Terms

- **Deposit:** A 50% non-refundable deposit is required to commence work and secure your place in the development schedule.
- **Milestone Payments:** The final 50% payment is due upon final QA approval, before the website is migrated to the live domain.
- **Late Payments:** Invoices are due Net 7 (the client has 7 calendar days (including weekends and holidays) from the date the invoice was issued to make the full payment). A late fee of \$X or Y% will be applied for payments exceeding 30 days.
- **Third-Party Expenses:** Costs for premium themes, plugins, or stock photography will be billed separately or are the responsibility of the client.

Scope and Revisions

- **Project Scope:** The project includes the specific features and page counts as detailed in the signed proposal.
- **Revisions:** Each project includes two (2) rounds of revisions after the initial design and the first development build. Additional revisions will be quoted and billed at my standard hourly rate.
- **Scope Creep:** Any requests for features or pages not included in the original scope will require a formal Change Request, which may adjust the project timeline and cost.

Ownership and Responsibilities

- **Intellectual Property:** Upon final payment, the client receives full ownership and copyright of the completed website, design files (Figma), and custom code.
- **Portfolio Rights:** I retain the right to showcase the final website and design process in my portfolio and marketing materials.
- **Client Content:** The project timeline is contingent on the client providing all necessary content (copy, images, logos) by the agreed-upon deadline. Delays in content submission will affect the final launch date.