



// PROPOSAL

Your website, your store, run by your team.

A professional website and full e-commerce store — designed for your staff to manage day-to-day without needing any technical help. Built in Alberta, priced for Alberta.

// WHAT WE BUILD

- | | |
|---|--|
| ● Custom website — mobile-ready, fast-loading | ● Shopify Basic store — staff-managed dashboard |
| ● Cloudflare hosting + SSL certificate | ● Shopify Payments — 2.9% + 30¢ per sale (CAD, subject to Shopify's standard eligibility review) |
| ● Domain registration & DNS setup | ● Mail-order product catalogue — up to 40 products, organized by category |
| ● Google & Bing SEO setup & sitemap submission | ● Customer email capture & mailing list (CASL) |
| ● Social media integration — Facebook, Instagram & X (Twitter) backend connected, share-ready | ● Order notifications direct to staff |
| ● Version-controlled backups — every change saved as a snapshot, any version restorable | ● AI & LLM discoverability |

// INVESTMENT

ONE-TIME SETUP

\$4,499

CAD + GST · covers everything above, fully built and launched

STAFF TRAINING

\$125/hr

Estimated 2-4 hrs (\$250-\$500 CAD)
On-site · written cheat sheet included

RECOMMENDED

STANDARD RETAINER

\$200/mo

CAD · hosting, security & support included

- Hosting, SSL & security updates
- Off-site version-controlled backups — any version restorable
- Up to 3 content changes/month
- One 30-min staff support call/month
- Quarterly SEO health check
- Priority response

ACTIVE RETAINER

\$350/mo

CAD · for businesses growing fast

- Everything in Standard
- Unlimited minor updates
- New product line uploads
- Monthly analytics report
- Seasonal content refresh
- Same-day response

All prices in Canadian dollars. GST (5%) added at invoicing.

// EXACTLY WHERE YOUR MONEY GOES

ONE-TIME COSTS			
Website & e-commerce build	Code to Cloud		\$4,499 CAD
Staff training (est. 2-4 hrs @ \$125/hr)	Code to Cloud		\$250-\$500 CAD
MONTHLY COSTS			
	Paid to	Standard	Active
Retainer — hosting, support & maintenance	Code to Cloud	\$200	\$350
Shopify Basic e-commerce platform	Shopify	\$54	\$54
Total per month		\$254	\$404
Transaction fee — only charged when you make a sale		2.9% + 30¢	paid to Shopify
ANNUAL COSTS			
Domain name renewals		At cost	~\$14-20 CAD/domain/yr
Year 1 included in setup fee. Invoiced annually at Cloudflare's wholesale rate — no markup, no admin fee. Final total confirmed once domain list is provided.			

// YOUR TEAM RUNS IT — WE MAKE SURE THEY CAN

We train your on-site staff to manage the store, process orders, and email their customer list — completely independently. No tech experience needed. We leave a plain-language cheat sheet at the shop.

THEY'LL MANAGE

Products · Orders

Pricing · Email list

FORMAT

On-site

+ written cheat sheet

ONGOING ADD-ON

+\$25 CAD/mo

1 × 30-min call/month

Website	Up to 8 pages. Copy and photos provided by PaSu Farm.
Product catalogue	Up to 40 products at launch, organized by category. Additional products billed at \$25 CAD each.
Domain names	1 primary domain included in setup (e.g. pasu.ca). Additional domains billed at cost. All domains renew annually — invoiced at Cloudflare's wholesale rate with no markup or admin fee. Renewal management is included in your retainer.
Social media	Full backend integration with Facebook, Instagram, and X (Twitter). This includes Open Graph and Twitter Card meta tags so every page and product shared on social media automatically displays the correct photo, title, and description — no extra work required by your team. Social profile links wired into the site, share buttons on product pages, and all platforms cross-referenced for consistent SEO signals. Content and images provided by PaSu Farm.
Backups	Your website files are stored on an industry-standard version-control platform used by over 4 million organisations worldwide — including 90% of Fortune 100 companies. Every change to your site is automatically saved as a snapshot in time, and any earlier version can be recovered at any time. Files are replicated across multiple data centres globally, completely separate from the server that runs your website. If your site is ever hacked, corrupted, or files are accidentally deleted, we can restore the full site to any previous point in minutes — you will never lose your store.
Revisions	2 rounds of revisions included. Additional rounds billed at \$125 CAD/hr.
Staff training	On-site at PaSu Farm. Billed at actual time.
Project kick-off	Scheduled within 5 business days of deposit. 50% deposit required to begin.

Ready to get started?

Reply to this proposal or book a call — we'll get your project scheduled and have you live within weeks.

kevin.evans@codetocloud.io