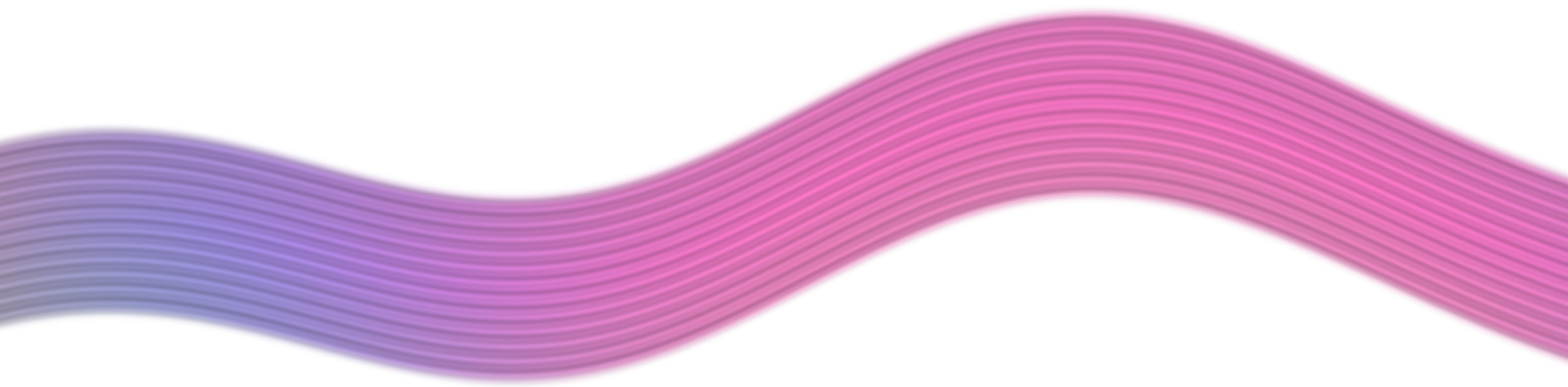




WEBSITE REDESIGN PROPOSAL

All Weather Tite

A preliminary estimate for rebuilding allweathertite.com: stronger templates, honest proof, and a safe move for 86 ranked articles.

WORKING ESTIMATE

\$69,000

TIMELINE

3 to 5 weeks

RECOMMENDED RANGE

\$62,000 to \$78,000

SEARCH EQUITY

All 106 URLs mapped

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DATE

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106 URLs. Far fewer real problems.

Before pricing anything, the live sitemap and the site's public code were scanned. Here is what is actually there.

106

indexed URLs in the live sitemap

20

core, service, FAQ, hub, and legal pages

86

roofing articles carrying real search value

8-10

reusable page templates behind it all

ALSO ALREADY IN PLACE

- One primary lead form, plus click to call paths.
- FAQ, breadcrumb, blog, canonical, Meta Pixel, GA4, and Microsoft Clarity are already in place.
- The site runs on Duda, based on its public code.

This is not 106 pages to design one by one. The real work is rebuilding the templates that drive revenue, then moving 86 articles without losing the search rank they have earned.

What is holding the site back

Seven concrete issues, all found on the live site. Fixing them is part of this scope, not an add on.

01 Unfinished homepage copy

The homepage still shows placeholder text in its service and portfolio sections. That is the first thing a visitor reads.

02 A page living at the wrong address

The Roof Inspections page sits at /siding-corner-residential. It needs a careful redirect so no traffic gets lost.

03 A reviews page with almost no reviews

The Reviews page exposes almost no readable testimonial content. Proof exists, but visitors cannot see it.

04 Service pages that all look the same

Pages like Roof Repair and Metal Roofing use nearly identical, generic structures. They do not sell the difference.

05 Proof that argues with itself

The site says 30 years in one place and 35 in another. It lists multiple phone numbers. It says hundreds of reviews here and 250 plus there. Warranty claims need verification.

06 A blog index doing too much

The blog holds valuable Sarasota search content, but the current index loads an unusually large amount of article text into one page.

07 Good photos, no direction

Existing project photography has value. It needs professional selection, recomposition, retouching, and one consistent look.

Where the \$69,000 goes

Eight workstreams, priced line by line. The total lands inside the recommended range, so there is no number here you have not already seen.

WORKSTREAM	ESTIMATE
Positioning, conversion strategy, and information architecture	\$6,000
Core page messaging and conversion copywriting	\$11,000
UX and UI system for 8 to 10 reusable templates	\$13,500
Responsive CMS development	\$15,000
Migration and normalization of 86 articles	\$6,500
SEO preservation, redirects, metadata, and schema	\$6,000
Image curation, recomposition, retouching, and enhancement	\$4,500
Forms, analytics, performance, accessibility, and QA	\$6,500
Working total	\$69,000

The recommended range is \$62,000 to \$78,000. The working total sits near the middle of it. If scope moves during the kickoff call, the line items above move with it, in writing.

Pick the size of the swing

All three options are real builds with defensible numbers. They differ in how much of the site's future they take on now.

Refresh & Preserve

\$29,000 to \$39,000

Keep most content and architecture. Redesign the core templates, migrate the articles, and repair the major conversion issues.

RECOMMENDED

Strategic Rebuild

\$62,000 to \$78,000

New strategy, new copy, and a new visual system. A modular build, image enhancement, a safe SEO migration, proof architecture, and tracking.

Market Authority Build

\$95,000 to \$125,000

Everything above, plus a full article audit and rewrite, local market expansion, original photography and video, an interactive estimator, and CRM automation.

WHY THE MIDDLE ONE

Refresh & Preserve repairs the site you have. Market Authority Build is a bet on dominating the market. Strategic Rebuild fixes every problem on page three and gives the business a system it can grow on, without paying for work the site does not need yet.

Three steps to a kickoff

01 Pick a direction

Read the three options. The middle one is the recommendation, but all three are honest builds.

02 Confirm scope on a short call

We walk the numbers together and lock what is in and what is out. Questions are welcome.

03 Kickoff

Strategy and information architecture start first. You see work in the first week, not the last one.

One promise that runs through every option:

The 86 articles and the rank they hold are treated as an asset. Every URL gets a mapped redirect. Nothing ranked gets deleted casually.



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Estimate prepared August 25, 2026. Every line item is open to discussion.