Restobox White Labelling Services

2020 | Confidential

restobox

Introduction to Restobox

- Restobox is a web development firm based in Vancouver, BC, that specializes in creating and maintaining websites for businesses
  - **Our Unique Value Proposition:** we provide a complete, turnkey solution to creating and launching business websites **on-time** and **on-budget**
  - **Our Offering:** Restobox offers "white label" web development services to numerous local branding, marketing agencies and independent consultants
  - **The Process:** You provide a design and we will do all the technical heavy lifting: code a website strictly to your design requirements, upload content and deploy

What is White Labelling?

- White labelling is where you outsource a web project to Restobox for a set fee
- You can bundle and repackage Restobox's web development services and offer them to your own clients
- Your clients do not know that the services were fulfilled by another firm
- You get full access to Restobox's web development "horsepower" and expertise

Why Work with Restobox?

- **Professional** and high quality
- Highly **competitive rates**
- We are **based in Vancouver** and are happy to meet you in-person
- Highly **specialized in PHP** website development and Wordpress
- **Trusted** by local marketing and development firms in Vancouver

Services and Price Grid (General Guide)

- Below is a general guide. We can confirm pricing within a **1-hour** time frame.

Coding Service	Description	Price
Single Page Coding	• Single page website, such as a landing page, splash page, or a "one-pager"	• $500 or higher
Full Website Coding	• Full information based site • Fully responsive and works for smartphones and tablets • Includes uploading all content, fully deployment and launch • Does not include e-commerce websites	• $500+$100/additional page • Typically $1,000-$1,500
Responsive Website Conversion	• Convert an existing website from non-responsive to fully mobile responsive (no other changes)	• $300+$20/page • Typically $400-$600
Page Speed Fix	• Site-wide configurations will speed up entire site • Manual changes for 1 page only	• $300 (depending on issue)
Hacked Site Recovery	• Clean out of malicious code and block off security vulnerability	• $200-$350 (depends on issue)
Website Enhancement	• Improve on existing website by fixing formatting issues, resolving errors and bugs, and updating content	• Based on number of issues • Typically $300-$700
Website Maintenance and Hosting	• Hosting and maintenance of Wordpress installation • Security updates, proactive uptime monitoring, SSL	• $35/month • $55/month e-commerce
Specific Issue / Limited Scope	• Specific issues such as payment integration, Wordpress plugin development, specific bugs	• $40/hour, with firm quote
Copywriting	• English Copywriting • ENG – CH Translation, CH – EN Translation (Simplified and/or Traditional Chinese)	• $0.2-0.3/word (depends on industry and level of specialization)

Services and Price Grid (Cont.)

- Below is the Hosting Specifications for Wordpress website

Coding Service	Description
Disk Space	• 6GB SSD storage for extra speed
SSL Included	• Complimentary SSL certs installed on Wordpress (website shows as “Secure” in browser)
Automated Backups	• Full monthly automated offsite backups stored offsite, retained for 2 years
Email Hosting Included	• Unlimited email accounts using your domain name
Premium Maintenance Service	• Complete peace of mind so you can focus on your business • Security protection: Protect website from hackers
Free Restore	• If your website is hacked or severely broken, we will restore from backup for free
Fatal Error Fix	• We fix critical issues for free (white screen error, database error, php errors, runtime errors, syntax errors)
24/7 Up-Time monitoring	• We know when your website is down and will proactively address downtime & other issues

Category	Technical Expertise
Content Management System	• Wordpress
Languages	• PHP, MySQL, HTML/CSS, Javascript
PHP Frameworks	• Yii2, Laravel, Symfony

The Restobox Guarantee

Trust and Reliability	• **No bait and switch**: What we agreed on is what you get • Our service scope, quote, and timeline are **firm**; there is no “oops, sorry” • “Fixed quote for fixed scope”
Confidentiality and Discretion	• Our business relationship is **confidential**; can sign a NDA as you require • We will not communicate with your clients unless you provide explicit written direction to do so
Competence and Results	• We are a **technology company**, focused on delivering websites **reliably**, **efficiently**, and in a **cost conscious** manner • We are **results orientated** and highly experienced in the space

We look forward to working with you on your next project!

Why White Label? How Does it Help You?

#1 - Spend more time on creative work and value-added activities for the client

Status Quo

Get bogged down by details and endless list of nits and to-do's

- Your coders spend hours on fixing bugs
- Your staff spend hours doing mundane tasks (e.g. content uploading and repetitive data entry)
- Stress and low morale from repetitive work creates errors and longer lead times

Restobox White Labelling

Focus on the big picture and activities that have tangible results for the client

- Spend time on idea generation, creative design, and user experience
- Avoid spending time on hunting bugs, fixing CSS and JavaScript effects
- Avoid spending time doing data entry and other repetitive, low value work

Why White Label? How Does it Help You?

#2 - Meet surging customer demands and tight timeframes

Status Quo

Your team has to satisfy conflicting client deadlines and cope with highly unpredictable workload

- Multiple clients want to launch “ASAP”
- Tight turnover time, all clients want revisions “done yesterday”
- Short staffed due to turnover, vacations or other events
- Do not want to turn down clients who will go to a competitor
- Want to avoid overstaffing, which puts pressure on firm margins

Restobox White Labelling

Utilize our white label service when you need and as much as you need

- Restobox has staff on standby 365 year round (including Christmas, new years)
- We provide firm timeline estimates for all projects
- Keep direct communication and relationship with client – avoid sending work to other competitors!

Why White Label? How Does it Help You?

#3 – Include web development as part of your service offering

Status Quo

You shy away from offering web development services

- You lose work because clients go to another agency with a complete service offering including web development
- You lose control to a 3rd party developer which you or your client hired and outcome is not satisfactory or work is delayed
- Clients "botch" your work by going DIY on website with a mediocre outcome

Restobox White Labelling

Restobox provides a complete web development solution that turns design & ideas into code and a fully launched website

- You can offer a full marketing solution with web development, and maintenance
- Simplify communications and stay in control without having client retain a 3rd party developer (You are the point of contact)
- We can provide preliminary quotes on the spot with tight ranges so you can submit RFPs with confidence

Why White Label? How Does it Help You?

#4 – Include web maintenance as part of your service offering

Status Quo

You host your clients at a big box generic host or you refer them to host website at one

- You are out of the loop on what is happening at your client's website; getting data or access is a painful and slow exercise
- You are saddled with support issues out of your control from old clients: host goes down, server is too slow, site gets hacked, etc.
- Clients do not compensate you for the time to "take a look at this small issue"

Restobox White Labelling

Restobox provides a long-term maintenance solution for your clients at a highly affordable wholesale price

- All support issues are handled by us and we keep you in the loop
- You receive weekly traffic reports and have complete access to google analytics, the website admin panel, and other crucial data
- All websites are in a closely monitored environment (24/7/365) so issues are solved before clients notice them
- You can markup our maintenance services and get a meaningful recurring fee from your entire portfolio of clients

Why White Label? How Does it Help You?

#5 – Control costs by shifting monotonous work to a reliable, fixed cost platform

Status Quo

You are using expensive, high salary creative staff to do many repetitive basic tasks

- High salary creative staff are spending hours "grinding" on boring repetitive work when time can be better spent elsewhere
- Escalating costs and budget overruns eating into your margins, affecting your profits

Restobox White Labelling

Increase your margins with our fixed quotes that have highly competitive pricing

- Decrease cost by avoiding overhead of extra staff and with our highly competitive pricing
- Our quotes are firm and are not "loose budget estimates"

The Process That Works

RFP

Provide Firm Quote

- Provide you with real-time and firm quote so you can submit a RFP with full confidence that we can deliver.
- Confirm scope of project, terms, and sign agreement.

Development

Design to Code

- Turn design it into HTML/CSS code.
- Integrates theme code with Wordpress.
- Preliminary mobile responsive testing.

Content Upload

- Upload content page by page.
- Ensure layout is appropriate for volume of content and image.
- Data entry on services, products, photos and other data.

Testing for Launch

- Test all pages for proper layout and UI/UX issues.
- Test for responsive mobile design.
- Test all functionality
- Revise text and images as needed.

Launch & Maintenance

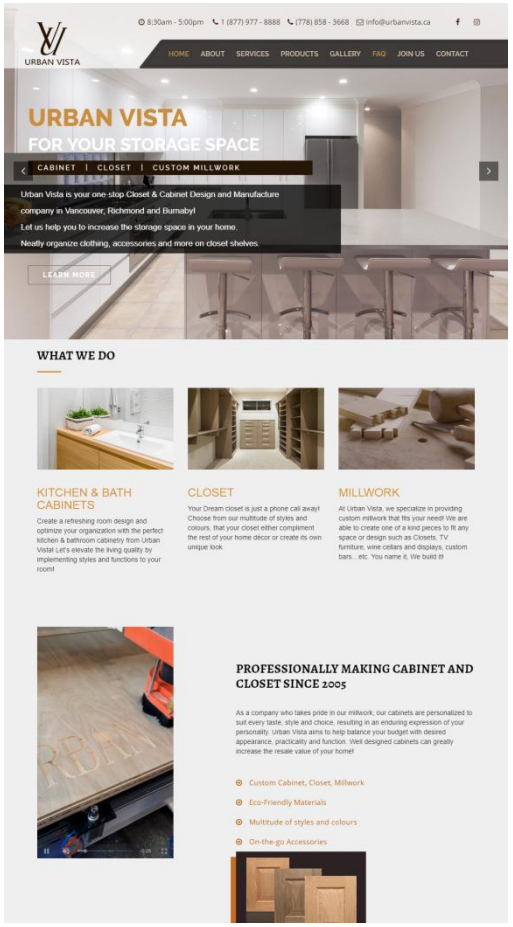
Deployment

- Deploy Wordpress code and database from test server to live server
- Testing and verification of errors; error detection
- Testing of all forms and interactive functions
- Activation of SSL and other services

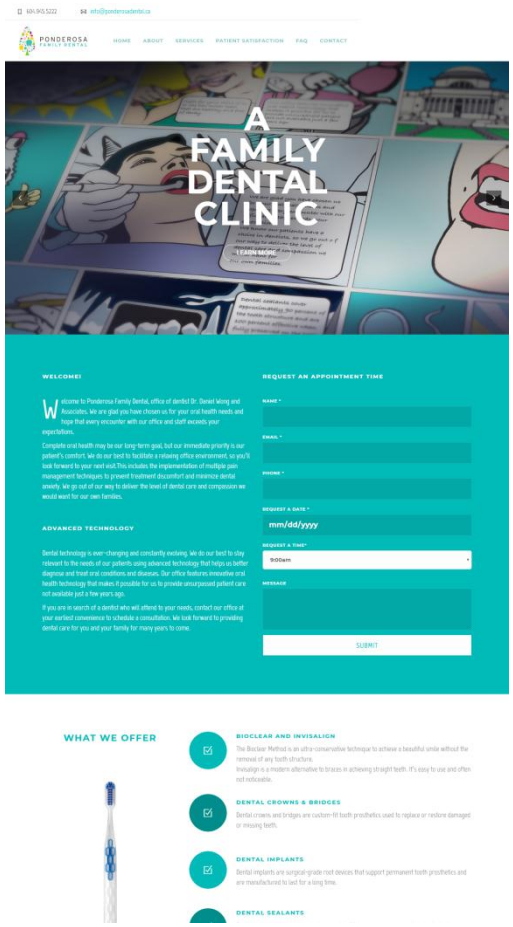
Ongoing Maintenance

- 24/7 traffic, uptime and security monitoring
- Rectification of any errors or notices on a real-time basis to minimize impact to web traffic.
- Weekly traffic report.

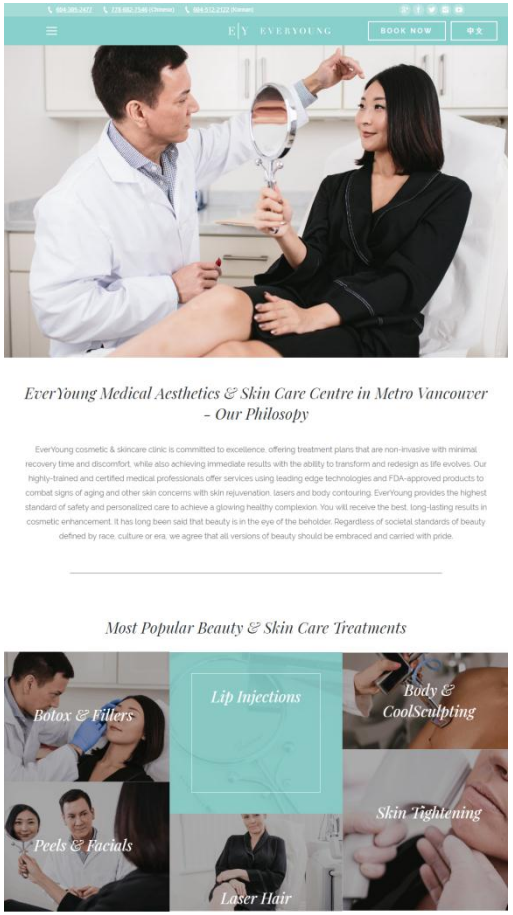
Select Portfolio



High End Cabinets and Custom Millwork
www.urbanvista.ca

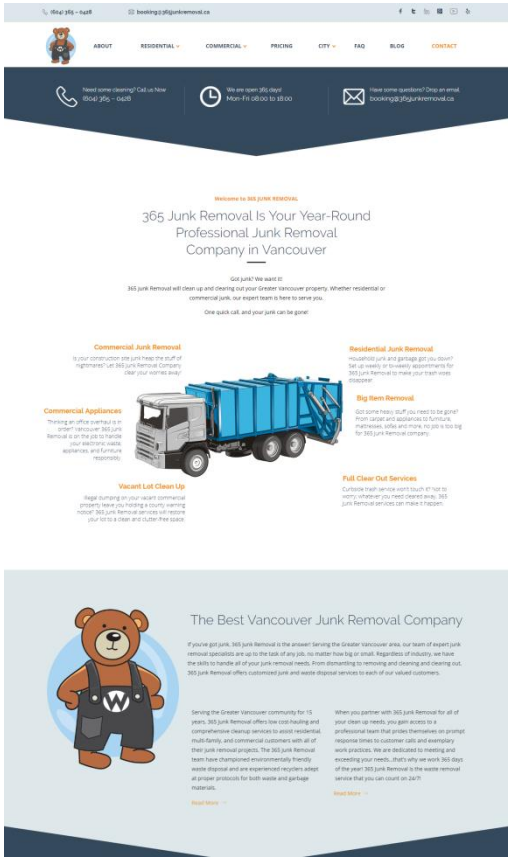


Premiere Dental Center
www.ponderosadental.ca

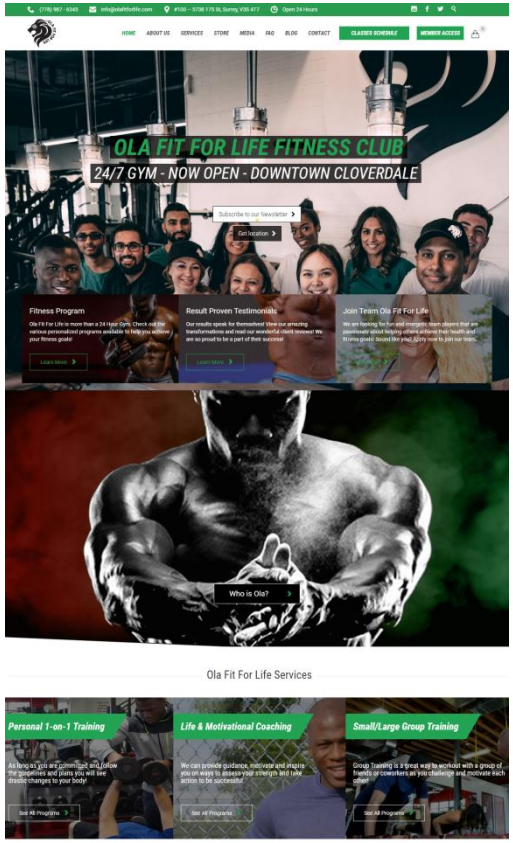


Beauty Clinic and Skin Care Center
www.everyoungmed.com

Select Portfolio Cont’d

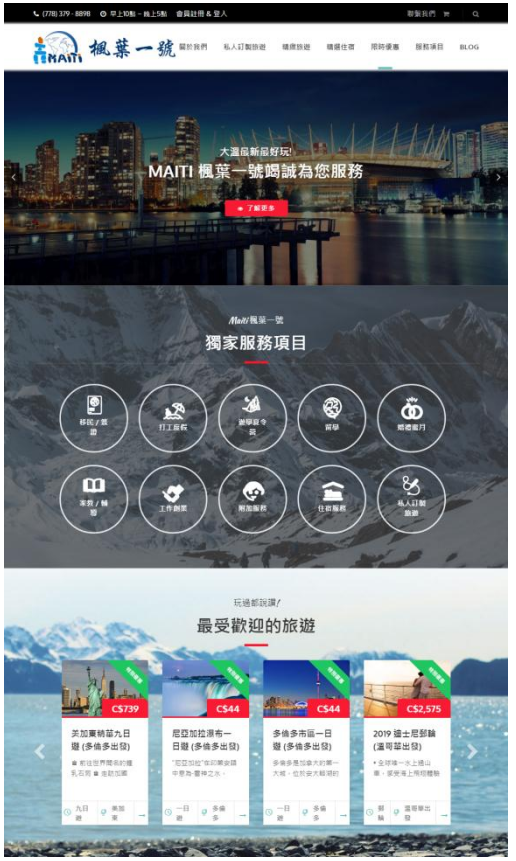


Junk Removal Company
www.365junkremoval.ca



Ola Fit For Life Services

Fitness Center and Online Store
www.olafitforlife.com



Custom Tour Company
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Other Select Portfolio

Information Website

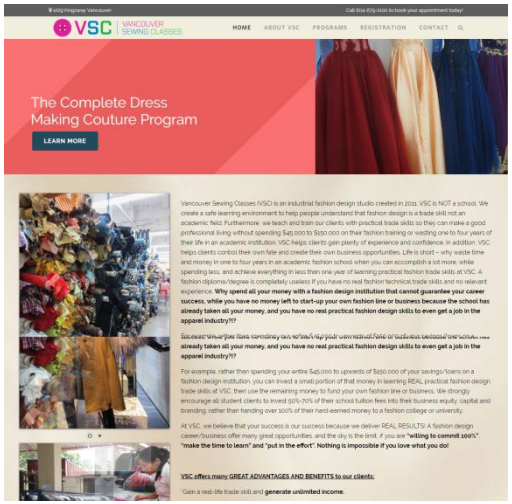
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E-Commerce

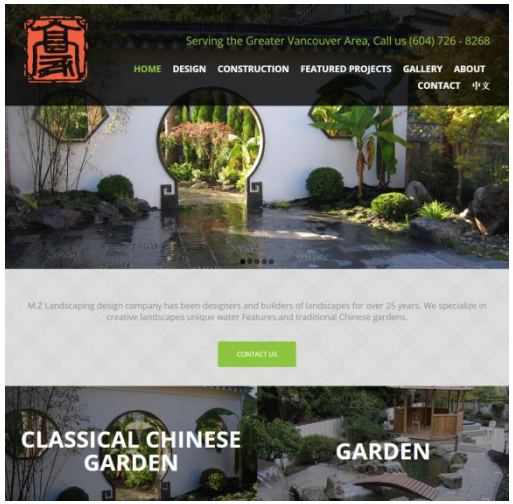
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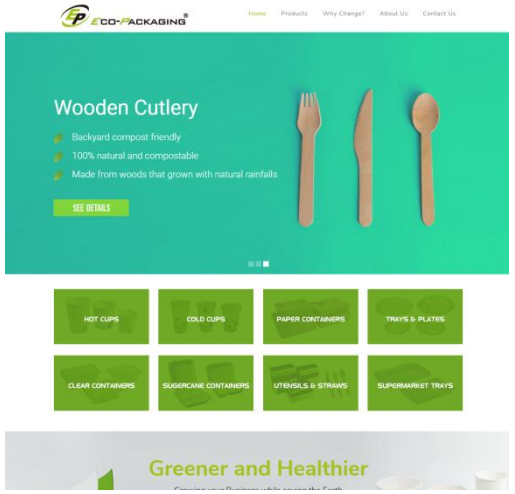
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www.sewingclassesvancouver.ca



High End Garden Design
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