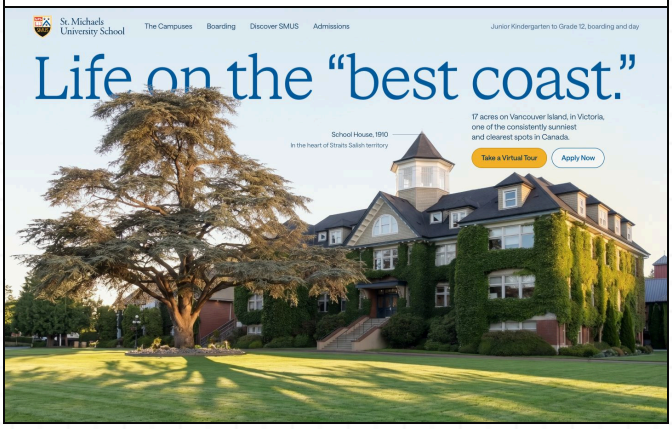
A new website for SMUS.

PREPARED FOR ALI BAGGOTT, MARKETING AND COMMUNICATIONS · BY ERIC BERG, CRUSH

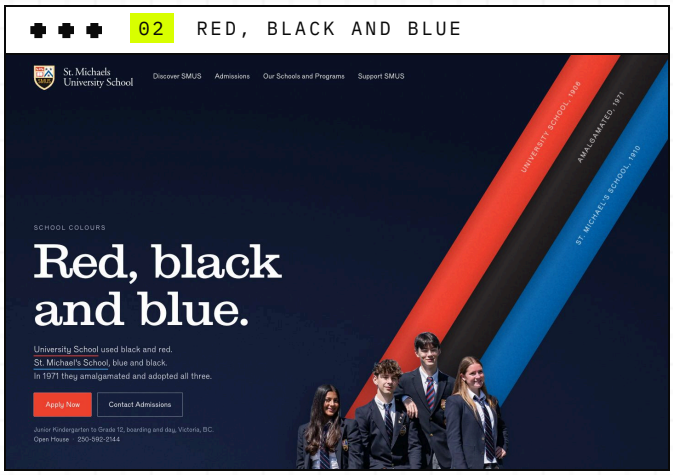
THE TOP OF YOUR HOMEPAGE

Three ways it could look. Pick one, and we build the rest in it.

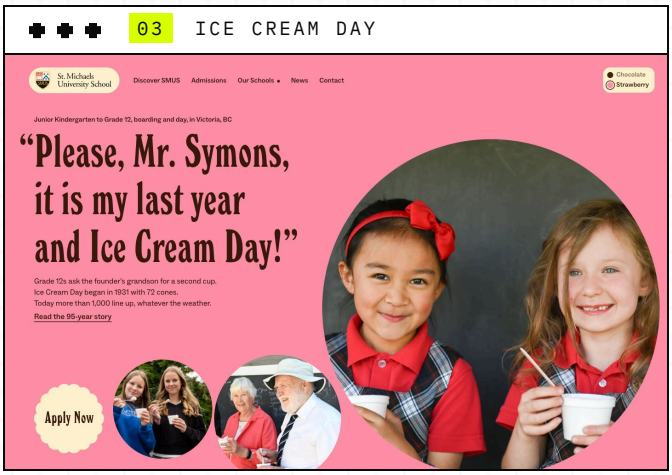
01 LIFE ON THE BEST COAST



02 RED, BLACK AND BLUE



03 ICE CREAM DAY



THE LAUNCH

$9,500

for $12,637 of work, one time

LIVE

Within a week

of saying go

YOURS

Yours to keep

site and files in the school's name

01 WHERE WE STARTED

What we built it around.

01

Life on the "best coast."

Your own words from the Living in Victoria page. Option 1 stands School House and its great tree in low morning light, with the line in the clear sky behind the boughs.

02

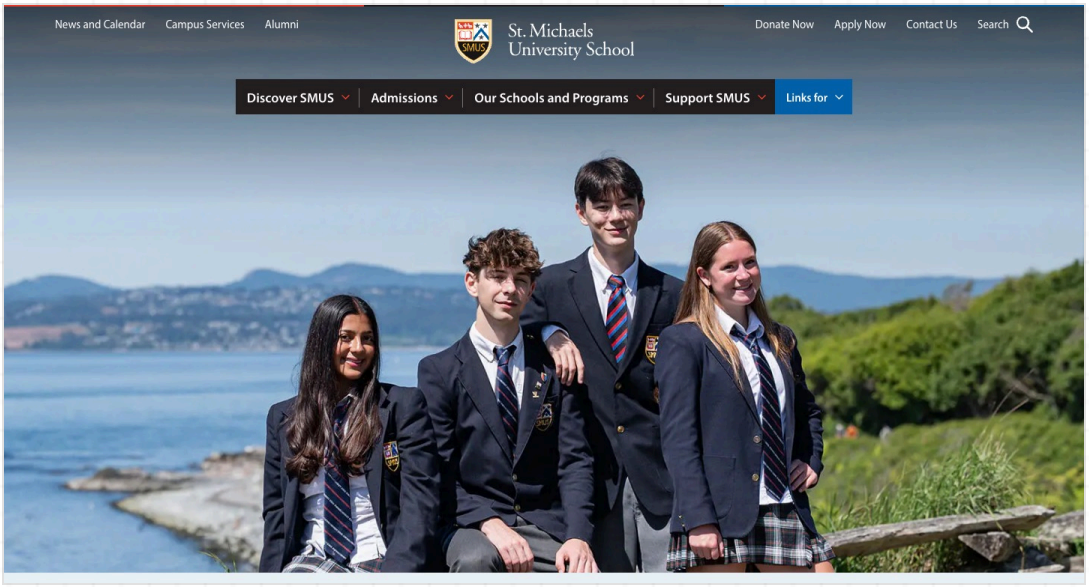
Red, black and blue.

From your Traditions page: two schools' colours, joined in 1971. Option 2 makes that the whole first screen, a huge sash in your exact colours with your students standing in front of it.

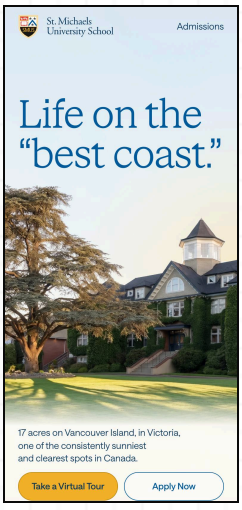
03

"Please, Mr. Symons, it is my last year and Ice Cream Day!"

From your own telling of the tradition. Option 3 is the playful one: strawberry or chocolate, your choice, and 72 cones in 1931 become more than 1,000 people in line today.



TODAY



ON A PHONE

02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	**The website** A new site for SMUS, built out from the top you've just seen, with inquire and apply feeding your admissions forms.	$11,000
02	**A launch promo** A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.	$199
03	**A launch email** Designed and written for your families and alumni, so they hear about the new site from you.	$495
04	**A launch ad set** Twelve launch graphics for your admissions season (email, socials, site banners), each sized for feeds and stories, with moving versions of the best four.	$495
05	**A phone receptionist, first month** From Hire Whoever, our sister company: a voice assistant on your admissions line after hours, so a family in another time zone still gets an answer.	$149
06	**30 days of changes** Text or email us what to change. It's live the next business day.	$49

PLUS, WHEN YOU SAY GO BEFORE 13 NOVEMBER 2026

BONUS	**Launch email setup** We set up the launch email and line it up for your families and alumni, ready to go out on launch day.	$250

TOTAL VALUE	YOU PAY	THE ONE-WEEK PROMISE
~~$12,637~~	$9,500	If the site isn't live within a week of go, your first three months of changes are free.

ALL PRICES IN CANADIAN DOLLARS. EACH VALUE IS OUR OWN PRICE FOR THAT PIECE ON ITS OWN.

03 HOW IT GOES

Live within a week of go.

DAY 0

You say go

You pay the 50% deposit and give us access to your domain. Your live site won't change until you say.

DAYS 1 TO 7

We finish the site

We build out the rest of the site and carry your pages over. You see every page before it goes live.

LAUNCH

It goes live

The new site goes live on your domain, and the promo and launch email are ready to go out with it.

30 DAYS

Changes, next day

Text or email a change and it is live the next business day.

04 INVESTMENT

The launch	$9,500
To start, when you say go (50%)	$4,750
When the site goes live	$4,750

AFTER LAUNCH: MONTHLY PLANS FROM $250, ONLY IF YOU WANT ONE

Care Site care and hosting, unlimited edits live the next business day, your Google listing kept current.	$250/mo
Grow Everything in Care, plus SEO: a new page or article a month, a Google and AI check, one campaign from your site.	$500/mo
Growth Partner Everything in Grow, plus full SEO and every campaign piece each month: emails, promos and ads.	$1,000/mo

05 WHAT YOU OWN

- The site and every file, in the school's name.
- Inquire, apply and logins stay in your admissions system.
- Nothing monthly unless you want it.

06 QUESTIONS

The usual questions.

01

Will moving hurt my Google ranking?

We move it carefully. Every page address on your current site keeps working or forwards to its new page, and your titles and business details carry over, so nothing Google already knows about breaks. The new site is fast and built for phones first, which Google rewards. We don't promise rankings.

02

Is it secure?

Yes. There's no WordPress and no plugins to keep patching, the usual way small-business sites get broken into. It runs on modern hosting with SSL, and every version is saved, so any change can be rolled back.

03

Who owns it?

You do. The site and the domain are in your name, not ours. Hosting is included and nothing renews unless you ask. If you ever want to move it, you get every file.

04

How do I make changes?

Text or email me the change and it's live the next business day. The first 30 days are free. After that, unlimited changes come with any monthly plan, from $250 a month, cancel anytime.

05

When do I pay?

Half ($4,750) when you say go, the rest ($4,750) when the site is live. You've seen the homepage before paying anything.

06

Does it work with our admissions system?

Yes. Inquire, apply and logins stay in your admissions system.

07 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 6 December 2026.

Say go by email

See the first look again



Eric Berg

CRUSH DIGITAL ATELIER · ERIC@CRUSHHH.CO · CRUSHHH.CO