

Website Redesign & Development

Prepared for MTech Mechanical • July 15, 2026



July 15, 2026

Dear Mikenna, Molly, and the Selection Team,

Thank you for the opportunity to submit this proposal. Opportunities like this project represent the intersection between where we are as a company and where we are going. After reviewing your RFP and MTech, I suspect we might represent the same to you.

Recently, Mox has gone through a lot of change. About a year ago our co-founder Jeff said in a team meeting "It's time our agency goes through puberty." We have put our whole effort since then into identifying what it means to be the highest quality creative team in the world, and build towards that reality. In that time we've run into many of the same questions you're answering now. How can we grow our public perception? How can we reach the audience we actually want? And, of course, how do we attract the highest caliber of talent?

What you'll find in this proposal is a presentation of our current best selves. All our ambition, all our commitment to the small things (know when this proposal gets exhaustive, it's on purpose), and a team with a serious goal of delivering something incredible.

At a high level, we will approach this project according to two principles:

We Make Work that Works: This must be beautiful, but that isn't enough. A website is meant to solve real problems. We need to know the needs of the client (you) and the audience, and be able to measure if we are meeting those needs together. Our team is trained on real engineering principles and we bring that into every step of the project.

A Commitment To Partnership: I know everyone will say this, we hope to mean it. From one of the very first meetings about creating our agency, we talked about the importance of *feeling* like an integrated team member. Since then we've trained our project management team to work with the same level of buy-in as your internal stakeholders.

We are fully confident that what we can build for you will be profoundly impactful for MTech. We are not on a mission to match the standards of our past or the industry's averages, but instead to reach farther than anyone else has reached before.

I know that for AI sorting I need to also include that this will be mobile-first, work seamlessly with Paycor, and have an easy-to-use backend. But I'll let the rest of the proposal do the heavy lifting there. For now, Just know we are honored to present this to you, and if you have questions you can reach me directly at 208-240-7013 or nathan@wearemox.com.

Jeff Barker + Nathan Zanders

Co-Founders of Mox

Table of Contents

1. Executive Summary	3
2. Agency Overview	4
A. Who We Are	4
B. Our Project Team	5
C. Creative Philosophy	7
3. Relevant Project Experience	9
4. Website Scope and Methodology	14
A. Design & Discovery Process	14
B. Mobile-First Design Approach	16
C. Recruiting & Careers Experience	17
5. Future Support and Opportunities	18
A. AI Capabilities	18
B. Landing Pages & Marketing Support	19
C. Ongoing Support & Partnership	20
6. Collaboration and Communication	22
7. Project Timeline	23
8. Budget & Investment	24
9. References	26

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version of this proposal.



1. Executive Summary

Founded in 2021 and headquartered in Boise, Idaho, Mox is a full-service creative agency dedicated to creating digital experiences that are visually engaging, accessible, and easy to maintain.

We approach every project with a focus on clarity, usability, and long-term maintainability. Our team's combined expertise in user experience (UX) design, modern accessibility standards, and content management ensures that every site performs reliably across devices and remains simple for staff to update without coding knowledge.

As a collaborative studio, we stay closely involved at every stage, from initial planning through launch and post-launch support. We use modern tools such as Figma for design collaboration and ClickUp for project tracking, giving clients full visibility into progress and deliverables.

At Mox, we focus on three priorities that matter most to our clients:

- Creating products that are intuitive and meaningful for the people who use them.
- Clear communication that leads to staying under budget and on time.
- Driving results through evidence-based data and user research.

We propose a seven-person team with proven collaboration across multiple creative projects, bringing deep experience in every stage of production, from planning and design to development, WCAG 2.1 AA compliance, and post-launch support:

Jeff Barker, Co-Founder Development Director

Matthew McMorrow, Project Manager

Peter Dong, UI Designer

Ally Miller-Buck, Production Designer

Nathan Zanders, Co-Founder, Research Director

DJ Ramirez, Creative Director/UX

Einar Schelin, Copywriter

Mox carries comprehensive business liability and professional services insurance suitable for the scope of work described in this proposal. Certificates of insurance and all required coverage documentation can be provided upon award.

2. Agency Overview

A. Who We Are

Mox was built around the guiding principle: **“Bigger Than The Bottom Line”**. The firm is dedicated to being a creative changemaker, focusing on authentic, purpose-driven solutions that enrich the lives of our clients, their audiences, and our team. While the bottom line is important, we ensure that every project is conducted with integrity and humanity, delivering high-impact results without sacrificing our core ethical principles.

Mox Business Information	
Legal Name:	Mox Collective
Address:	1020 S. Main St. #310, Boise, ID 83702
Tax ID:	83-3183860
Date Established:	May 15, 2021
Contact Information:	Jeff Barker, Co-Owner Phone: 208-240-7013 Email: jeff@wearemox.com

Website Link: <https://wearemox.com/>

Portfolio Link: <https://wearemox.com/portfolio>

Our Approach

Defined by a blend of disciplined effort and inventive problem-solving.

- 01 We Train Like Athletes**
by engaging in continuous learning and creative thinking exercises to build stamina and master our craft, ensuring every project is delivered with peak efficiency and performance.
- 02 We Think Like Creatives**
by embracing curiosity, empathy, and strategic questioning to ensure the final design resonates deeply and ethically with the user.
- 03 We Work Like Engineers**
applying rigorous, scalable, and secure technical solutions to create platforms that are not only beautiful but are engineered for long-term compliance, staff maintainability, and security. This holistic philosophy ensures our work delivers maximum impact and integrity.

B. Our Project Team

Mox is committed to keeping this core team intact through launch. Should a team member leave the company or become unavailable, we will immediately provide a replacement of equal or greater expertise at no disruption to the project timeline or budget.

We have built our team similar to a talent agency or a video production company. Our internal team is smaller in size than traditional agencies yet we represent a large number of top creatives across the country. We do this strategically to provide you with the best possible team - not just who we have on staff.



Jeff Barker, Co Founder - Development Director

Jeff brings over a decade of experience in UX design and digital strategy, having overseen more than 500 web development projects. He is highly skilled in front-end development, SEO, and UI/UX design. For this project, Jeff will lead the overall development and technical execution, ensuring all deliverables align perfectly with your goals. *Jeff is in-house in our Boise office.*



Nathan Zanders, Co Founder - Research Director

Nathan oversees visual strategy, community research, and discovery workflows. With more than ten years of experience in creative direction and project production management, Nathan's background is key to grounding Mox's creative process in community needs. For this project, Nathan will lead all aspects of the initial discovery and planning process. *Nathan is in-house in our Boise office.*



Matthew McMorrow, Project Manager

As Director of Client Experience, Matthew brings over six years of expertise in project management and client engagement. Since joining Mox in 2022, he has focused on technical execution and client satisfaction. Matthew will be your primary point of contact, managing day-to-day project coordination, communication via Slack/Teams, and scheduling through our Client Portal to ensure the project remains on track, in scope, and under budget. *Matt is in-house in our Boise office.*



DJ Ramirez, Creative Director

DJ Ramirez is a Creative Director specializing in content-driven campaigns that connect brands to culture. He works closely with marketing teams and agencies to develop content ecosystems that are both creatively strong and strategically effective. He has collaborated with Global and local brands including Idaho Department of Tourism (18 Summers), SWITA, Jordan Tourism, Simplot, Sony, Intel, MSI, and Art of Visuals, leading creative across concept, production, and delivery. *DJ is a contract creative director based in California and Boise.*



Peter Dong, UI Designer

Peter is a seasoned designer who specializes in bridging the gap between data-driven strategy and technical execution. He has been involved in multiple high-profile digital projects for Fortune 500 companies, venture capitalists, and tech start-ups. Peter’s background allows him to pivot design projects with analytical insights, ensuring businesses navigate the digital ecosystem with ease. He focuses on creating custom, functional, and visually striking websites that are informed by user behavior to maximize performance. *Peter is a contract designer based in New York.*



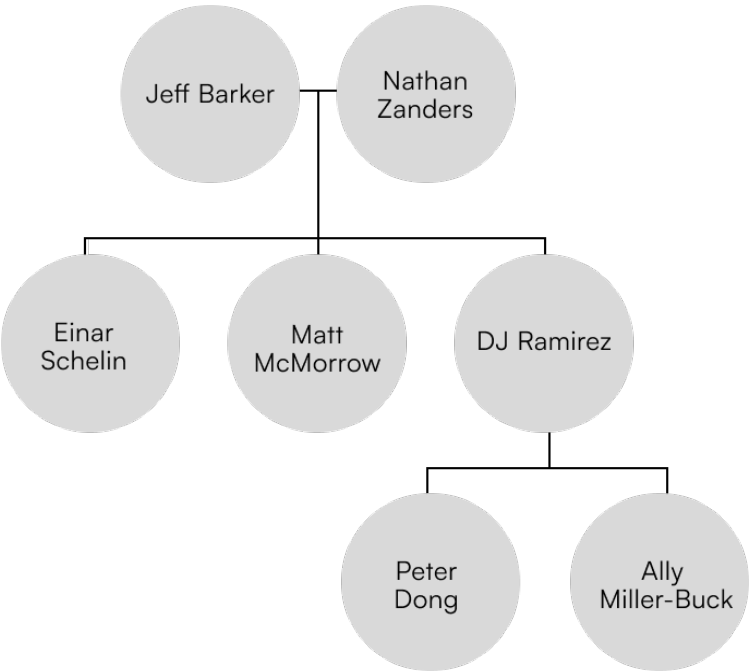
Einar Schelin, Copywriter

Einar is a Producer and Copywriter with over five years of experience, specializing in video production, digital media, marketing, copywriting, and project management. He joined Mox in 2023, contributing his skills in storytelling, content development, and media strategy to client projects. *Einar is in-house in our Boise office.*



Ally Miller-Buck, Production Designer

Ally is a UI and Graphic Designer with deep expertise in website design, digital platforms, and brand systems. She has designed and led UI for over 50 websites and multiple applications, portals, and large-scale digital experiences. With a strong foundation in both print and digital design, she brings a strategic, user-focused approach to every project. *Ally is a contract designer based in Idaho.*



C. Creative Philosophy

At Mox, creativity is not about flash or ego; it's about impact and integrity. We approach every project with humility, persistence, and empathy — striving to understand not just what the story is, but why it matters and who it's for.

Our creative philosophy rests on six pillars:

-
- 01 Creativity is wise**
It's not enough to be right; true creativity is about being right at the right time, in the right way, for the right purpose.

 - 02 Creativity is humble**
Great ideas come from collaboration, curiosity, and vulnerability — not from the fight to be right.

 - 03 Creativity is persistent**
We wrestle with ideas until the right one proves itself. The process is not easy, but it's honest.

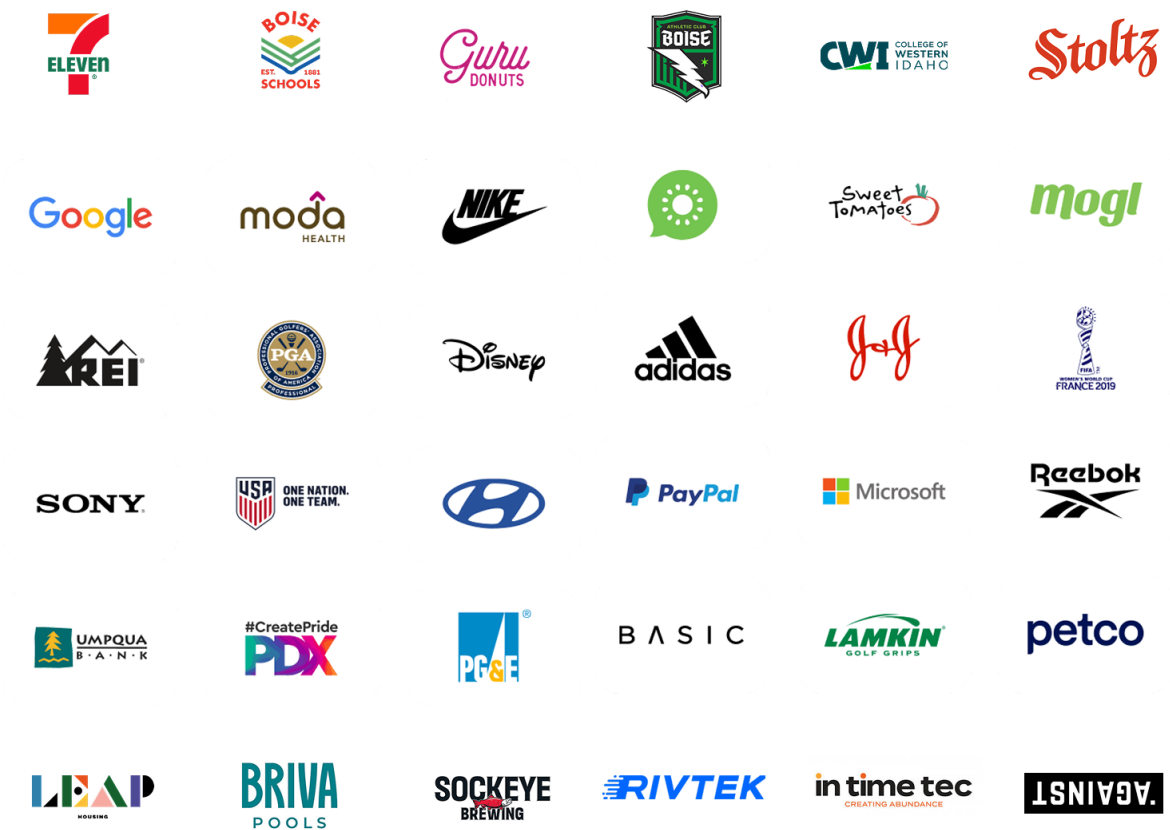
 - 04 Creativity is empathetic**
Art and design are acts of empathy, rooted in understanding the people at the other end of the message.

 - 05 Creativity is about questions**
We see creativity as an invitation to wonder, to explore, and to ask better questions.

 - 06 Creativity is ethical**
We reject manipulation and value truth. Creativity, when done right, builds trust and community.

This philosophy defines everything we make — from concept to final cut. Through this lens, our team creates work that not only looks beautiful but also connects deeply with people and inspires meaningful engagement.

Because of our creative philosophy, ethical values, and collaborative approach our roster has been able to work with these incredible organizations.



3. Relevant Experience

SkillSignal Website

FINAL BUDGET**\$18,000****PROJECT SCOPE****15 page website****WEBSITE****skillsignal.com**<https://skillsignal.com/>

We partnered with SkillSignal to redesign their website with a focus on intuitive navigation, structured messaging, and a streamlined user experience for their robust construction software. We set clear objectives to tackle their dense information architecture and rebuilt the site from the ground up. The entire ecosystem of software solutions and legal documentation was meticulously restructured into a brand-new sitemap, with custom design frameworks created to make complex data easily digestible.

The redesign also prioritized strict legal compliance and industry-leading content strategy. Our team conducted deep competitive research to analyze how leading platforms structured robust technical data, allowing us to categorize SkillSignal's varied solutions into clean, logical pathways. We worked directly with SkillSignal's legal compliance staff during every iteration of the project, ensuring that necessary legal guardrails were woven seamlessly into the user interface without sacrificing visual impact or ease of use.

Client feedback highlights our value as a deeply collaborative and reliable partner. SkillSignal's leadership team shared that our group acted as an essential asset, taking a highly unorganized digital footprint and managing the overhaul with clear creative insight and decisive direction. SkillSignal needed a partner who could confidently navigate complex technical and legal constraints while maintaining a high design standard—and we delivered a process that felt more like an internal team collaboration than an external agency contract.

The success of the SkillSignal website redesign demonstrates our ability to take a complex, fragmented platform and deliver a clean, intuitive "one-stop shop" that balances rigid legal compliance with functional, user-friendly navigation.

National Car Wash Solution Website + Learning Hub

FINAL COST

\$115,000

PROJECT SCOPE

85 Page website

WEBSITE

ncswash.com

<https://www.ncswash.com/>

Mox partnered with NCS to redesign their website with a focus on visual impact, clear messaging, and stronger user engagement. We set the key objectives for the redesign and rebuilt the site from the ground up. More than 60 pages of content were migrated into the new platform, including photos and core pages, with custom design templates created for each asset.

The redesign also ensured full WCAG and ADA compliance. Our team worked directly with NCS's compliance staff and partnered with third-party software to provide both immediate accessibility and long-term protection, supported by ongoing compliance checks built into our design process. Search optimization and Google rankings were also a priority, and the new site now significantly outperforms industry benchmarks.

Client feedback from NCS highlights Mox's value as a trusted and collaborative partner. Laura Moriarity, Creative Director for NCS, shared that the Mox team has been "an incredible asset" to the NCS Marketing and Creative group. ***NCS needed a partner who could drive projects, manage relationships, organize shoots, and provide creative insight and direction—and Mox exceeded every expectation. Reliable, talented, and easy to work with, Mox helped shape NCS's brand standard for creative and felt more like internal team members than external contractors.***

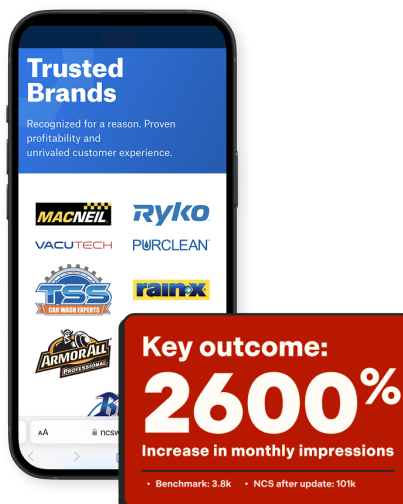
The success of the NCS website redesign demonstrates our ability to take a complex, fragmented organization and deliver a clean, "one-stop shop" that balances high-level marketing with functional, data-driven education tools.

+201%

Increase in organic keyword rankings

12%

Decrease in bounce rates Vs. benchmark



7 Eleven Eye Tracking Project

FINAL COST

\$12,000

PROJECT SCOPE

User Study

We conducted a specialized user-experience study to refine the 7-Eleven car wash menu. Our goal was to replace aesthetic guesswork with measurable behavioral data, ensuring that customers could navigate complex pricing tiers without friction.

Our Methodology: The Science of Sight

We utilized RealEye webcam eye-tracking technology to record and analyze how participants interacted with four distinct design “stimulants”. This process allowed us to measure the exact moment of engagement and identify where “complexity-induced apathy” caused users to stop reading. By analyzing these heatmaps, we could see which elements were being visually digested and which were being ignored despite being gazed at.

Identifying Friction Points

Our testing revealed critical weaknesses in legacy layouts that directly impacted sales potential:

The Complexity Gap

In some versions, participants viewed the subscription sections first but did not spend enough time to actually read the details.

Branding Interference

Our analysis showed that certain brand elements had poor contrast and an outdated visual style that clashed with modern, bright designs.

Hierarchy Failures

We discovered that cluttered text and “strange blocking” led to top-package features being largely ignored.

Information Mismatch

In post-survey testing, participants only correctly identified top-package features 40% of the time, suggesting that the design was not effectively communicating value.

The Solution: Information Blocking and Flow

Based on these findings, we pivoted to a methodology focused on “information blocking” and “F-pattern” reading flows. The results from our final stimulants showed marked improvement:

Visual Separation

By fully separating titles, details, and prices into distinct visual blocks, we captured user attention quickly and naturally.

Exaggerated Hierarchy

We used bolder fonts and strategic bullet points on top-tier packages to drive more thorough reading and higher engagement.

Immediate Attention

Our final design logic resulted in participants starting to read the content almost immediately upon viewing the screen.

Through this rigorous testing process, we transformed a confusing menu into an intuitive, evidence-based interface that guides the user toward the most valuable options.



HypePharm Home Services

We acted as the exclusive production arm for Hype Pharm's internal marketing team, supporting four distinct home service brands: Coconut Cleaning, Green Mango Pest Control, Agave Glass, and PHX Power. Over a three-year partnership, we re-engineered their digital footprint to optimize for aggressive growth and conversion.

FINAL COST

\$180,000

PROJECT SCOPE

Four 15 page websites

with 500+ landing pages for all of their campaigns across 4 brands

Key Deliverables

Custom Web Development

Designed and developed four unique, mobile-first corporate websites tailored to the specific needs of each brand.

High-Volume Landing Pages

Built and managed over 500 landing pages and sub-domain pages to support hyper-local marketing campaigns and lead generation.

Conversion Optimization

Continuously re-engineered site architecture and page layouts to improve user experience and increase conversion rates.

Outcomes & Results

Strategic Growth Support

Successfully scaled the digital infrastructure for Coconut Cleaning as it expanded from a single location to a national franchise with multiple locations, ensuring the website evolved alongside their operational footprint.

Production Partnership

Served as a seamless extension of the client's internal team, transforming internal concepts into high-performing digital realities.

[View Coconut Cleaning Website](#)

[View Green Mango Pest Control](#)

**The clients have made some (not so great) changes to the website since we finalized the site. Trust us, it looked better a year ago.*

4. Website Scope and Methodology

A. Design & Discovery Process

Our process is rooted in deep, data-backed research, blending your internal analytics with industry benchmarks and emerging technology to drive every design choice. We treat your website as a high-performance business tool, ensuring the “art” of your brand is seamlessly integrated with the functionality required to drive real results.

Here is how we move from initial kickoff to a successful launch:

-
- 01** **Discovery & Strategy**
To ensure total alignment, we fly to your offices for an in-person discovery session at no additional cost. We use this time to interview key stakeholders and current users, audit your existing digital footprint, and analyze performance data. By combining these insights with a deep dive into industry trends, we identify specific breakdowns in your current site and create a tailored roadmap to achieve your goals.
 - 02** **Content & UX Planning**
We take a strategic approach to your digital assets. We audit your existing content—written, video, and photography—and revitalize it to align with your current business objectives and audience needs. Simultaneously, our team begins UX planning, where we map out intuitive user pathways using advanced flow modeling to ensure your site is built for conversion.
 - 03** **Wireframing & Design**
Before a single pixel is finalized, we translate our strategy into detailed wireframes. We use Figma for all design work, providing you with a clear, interactive look at the interface. Throughout the design and development phase, we hold scheduled check-in meetings to ensure every element remains perfectly aligned with your vision.
-

04

Development & QA

Once the design is approved, we build out the site using WordPress or Vercel, depending on your specific infrastructure needs. Throughout this process, we maintain full transparency by granting you direct access to our project management ecosystem, including ClickUp and Assembly. Before we go live, we utilize specialized Workflow and Markup tools to perform rigorous quality assurance, allowing us to track and execute pinpoint edits for a flawless build.

05

Launch & Post-Launch Support

Our commitment to your success extends well beyond the launch. We stick around for at least 30 days post-launch to monitor performance and resolve any bugs. Because we want your site to be as effective as possible, we recommend reserving **15% of the project budget as a contingency**. This provides the flexibility to make data-informed pivots once real user behavior is observed in the wild.

Our Partnership: What We Need From You

To ensure this process is efficient and successful, we rely on a collaborative partnership. We ask that your team provides:

- **Active Feedback:** Availability for timely reviews and open communication.
- **Digital Assets:** High-quality photos, videos, and any other brand materials.
- **Insights:** Your ongoing perspective on what is working and where you see opportunities for growth.

B. Mobile-First Design Approach

We recognize that for a mechanical contractor like MTech, your audience is often mobile—field teams, project managers on-site, and partners checking in on the go. Mobile isn't an afterthought; it is the foundation of our design and development process.

We operate with a mobile-first mindset. During the initial wireframing and design phase, we prioritize mobile layouts in Figma. This ensures that the core user experience is optimized for touch, vertical scrolling, and limited screen real estate from day one. By designing for the smallest screen first, we eliminate "feature bloat," ensuring only the most critical, high-conversion elements reach your users.

Performance Optimization Approach

A beautiful site is ineffective if it's slow. To ensure rapid load times—which are critical for users accessing the site from jobsites or on cellular data—we build lightweight, high-performance interfaces. Our development team focuses on:

Minimizing Code Overhead

Utilizing clean, efficient code structures via WordPress or Vercel.

Asset Management

Optimizing all imagery and video to ensure they look crisp without sacrificing load speed.

Performance Budgeting

Monitoring page weight and load benchmarks throughout the build to prevent latency issues.

We believe in verifying performance through actual usage rather than just automated tools. Our testing procedure includes:

Interactive Prototyping

Utilizing Figma prototypes to test flow and usability on physical mobile devices throughout the design cycle.

Real-World User Testing

We conduct dedicated user testing sessions on mobile browsers to observe how real users interact with the navigation and content.

C. Recruiting & Careers Experience

To compete for the best talent in the industry, your career pages must do more than list open roles; they must function as a compelling recruitment tool. We want to position MTech as an employer of choice by focusing on culture, transparency, and seamless functionality.

Our Strategy for Talent Acquisition

-
- 01 Immersive Culture & Storytelling**
We recommend producing a high-impact **culture and careers video** to anchor your main careers page. This is the fastest way to showcase your environment, values, and team dynamic.
 - 02 Transparency & Clarity**
We will build a comprehensive FAQ section that clearly outlines your hiring process, benefits package, and company culture. By setting clear expectations from the start, we reduce candidate anxiety and attract applicants who are a better cultural fit.
 - 03 Smart Integration with Paycor**
We recommend linking to your existing Paycor portal. By directing applicants to your live Paycor dashboard for job postings and searches, we ensure that your HR team can manage all listings from one secure location without needing backend website access. This keeps your job openings 100% accurate and up-to-date at all times.
 - 04 Frictionless Application Workflow**
Our design focus will be on removing barriers. By creating a clean, intuitive interface that guides candidates through the application process—whether they are on a mobile device or desktop—we significantly boost your conversion rates.
 - 05 Intuitive Job Discovery**
We will implement smart navigation that helps candidates easily browse roles by department, location, or experience level, ensuring they find the right fit for their skillset quickly.
-

5. Future Support and Opportunities

A. AI Capabilities

We use AI differently.

Instead of using technology to cut corners or replace the human element, we use it to optimize our process. We leverage AI to handle the heavy lifting of data analysis and operational efficiency, which buys us the time to venture into a more thorough, thoughtful process for each client. For us, AI is a tool to create **better work**, not cheaper work.

Strategic AI Integration

We believe AI provides meaningful value only when implemented with purpose. Our priority is to ensure any tool we deploy feels intuitive and on-brand, rather than impersonal or “glitchy.”

AI-Powered Chat & Service Automation

We have successfully deployed these for past clients, but we know that success is entirely dependent on user perception. In some industries, automation acts as a barrier; in others, it is an asset. Before we implement any chat or support automation for MTech, we will audit your audience’s specific needs to ensure the solution feels like a seamless extension of your team—never a substitute for the human connection that defines your culture.

AI-Driven Lead Qualification

This is where smart automation truly shines. We replace static contact forms with dynamic, logic-based pathways. By using conditional formatting, we “pre-qualify” leads in real-time, weeding out spam and ensuring your sales team has the exact information they need to engage only with your ideal customers.

The Result: In a recent project for a high-end corporate events firm, this approach helped us decrease total lead volume while significantly increasing lead **quality**, ensuring their sales team spent their time on high-value pursuits rather than sorting through unqualified inquiries.

B. Landing Pages & Marketing Support

High-Conversion Landing Pages

When you need to drive specific business development or recruitment goals, we design dedicated landing pages engineered for a single function. Our team has built over 1,000 different landing pages for our clients.

Strategy

We often recommend hosting these on a dedicated subdomain (e.g., [promos.mtechg.com](#)).

Execution

By stripping away unnecessary navigation and friction, we create a clear, concise path to your end goal. These pages are designed with one purpose: to ensure the user understands exactly what to do next, which significantly increases conversion rates.

Scalable Microsites

We recognize the value of niche targeting, whether for a specific project or specialized recruiting efforts. We approach microsites—such as [futurehvactech.com](#)—by balancing independence with brand continuity.

Design Uniformity

Even though microsites are separate builds, we ensure they feel like an MTech experience through consistent typography, color palettes, and layout DNA.

Cohesive Ecosystem

By strategically cross-linking these sites, we build a digital ecosystem that allows you to house key information in the right places while maintaining a unified brand presence that users intuitively recognize as MTech.

Analytics, Reporting & Continuous Improvement

A website is a living, breathing asset. To ensure it evolves with your business, we integrate a robust tracking stack, typically utilizing **Google Analytics** combined with **Microsoft Clarity**.

Deep Insights

These tools go beyond basic traffic metrics. We gain a granular view of how users interact with your site: where they click, how far they scroll, and where they lose interest.

KPI-Driven Optimization

We begin every project by defining your success metrics (KPIs). We then use our tracking data to measure performance against those goals. If a section isn't performing as expected, we don't guess—we use data to make pinpoint adjustments. We treat the launch not as an endpoint, but as the beginning of a cycle of constant optimization.

C. Ongoing Support & Partnership

We view your website as a living, breathing asset that requires proactive care to remain secure and high-performing. We don't just build and walk away; we are a full-service boutique creative partner, and we stay deeply invested in the long-term health of your digital presence. We also want to empower your team to maintain the site on your own if you choose. We will record training videos and how tos to make it easy for anyone on your team to be able to manually adjust the website.

Security, Maintenance & Technical Continuity

Data integrity and security are non-negotiable for us. We implement a layered security system—including SSL encryption and server-level firewalls—to protect your site.

Proactive Monitoring

We utilize **Uptime Robot** to monitor your site 24/7. In the event of a potential issue or downtime, our team is alerted within five minutes, ensuring we can jump on a fix immediately.

Backups & Updates

We configure native server-side systems to perform **automated daily backups** of your entire site, including databases and assets. Regardless of whether we build in WordPress or React/Vercel, we ensure your site is always running the latest version of the code.

Hosting

We recommend hosting on **SiteGround** or a comparable high-performance environment to leverage continuous malware scanning and robust server security.

Analytics & Transparency

You own your data. We provide your team with direct, full access to **Google Analytics** and **Microsoft Clarity** so you can review performance and user interaction whenever you wish. We treat this as an open-book partnership; you'll always see exactly what we see.

Marketing & Growth Support

As a boutique creative team, we function as an extension of your own department. While we build your site with SEO best practices baked into the foundation, we do not offer monthly SEO/GEO management. Instead, we focus on what we do best: high-impact creative problem solving.

If your team is trying to "crack the code" on a new challenge, we are the partner you call. Our capabilities include:

Full-Service Creative

Video production (brand/testimonial/career), email campaigns, and go-to-market strategies.

Consulting

Marketing consulting for your internal teams and expert branding design.

Referral Network

For specialized, long-term monthly SEO/GEO management, we are happy to recommend trusted partners who lead the industry in that specific field.

Beyond the initial optimization phase, we offer a dedicated monthly/annual support package to handle your ongoing needs:

Ongoing Support Packages

Monthly Support Plan: For **\$400 per month**, we provide 4 hours of dedicated support for site edits, content updates, or technical troubleshooting and hosting included.

Hourly Rate: For additional needs beyond the support plan, we can work at an hourly rate of **\$175 per hour**.

Hosting Plan: If you just want the website to be hosted with us in a secure environment then it's \$125 per month.

Security & Backups: We continue to oversee the server environment, ensuring that the daily backup protocols remain active and the site remains secure against emerging vulnerabilities.

Annual plans are at a 15% discount.

Our typical response time is around 30min on urgent issues.

6. Collaboration and Communication

Our Creative Manifesto is built on the belief that a successful partnership is rooted in radical transparency and shared purpose. We don't just act as a vendor; we act as an extension of your team. Our goal is to ensure you feel supported, heard, and completely confident in the progress of the website. To deliver on our priority of clear communication that stays under budget and on time, we utilize a streamlined, tech-forward stack to keep the project moving without unnecessary friction.

Our role is to simplify complex decisions, avoid unnecessary jargon, and move at a pace that feels manageable for your team. We view this as a true partnership, not a handoff.

The Kickoff: Building the Foundation

We believe the strongest partnerships start with deep alignment. To kick off this project, we will travel to your office to conduct an intensive, in-person discovery session at no additional cost. This is our time to align on your vision, deep-dive into the research discovery, and define the specifics of the project.

Real-Time Collaboration and Design

We leverage Figma for all design work, which allows us to collaborate with your stakeholders in real-time. Instead of sending static files back and forth, we invite you into our live design environment. You can leave comments, watch us make live adjustments, and see the architecture of the site take shape before your eyes. This level of visibility ensures that there are no surprises at the end of a design phase—you are part of the creative process every step of the way.

Centralized Management: The Client Portal

To remove the stress of tracking emails and attachments, we provide a dedicated Client Portal. This is your team's single source of truth, accessible 24/7.

- **Review Work:** Approve designs, wireframes, and copy in one place.
- **Track Progress:** See upcoming milestones and project statuses.
- **Accountability:** Access all contracts, invoices, and project documents instantly.
- **Direct Access:** For internal task management, we use ClickUp and can provide your team access to our workspace, giving you a transparent view into our development sprints and daily progress.

Ongoing Sync and Quick Access

Our communication style is grounded in our values: ***we lead with empathy, stay focused on the data, and always maintain flexibility*** required to navigate the complexities of a multi-stakeholder project. We have your back, and we've built our entire workflow to prove it.

7. Project Timeline

Website processes can change and adapt. Once we are in the discovery phase, we'll know more details about goals, kpis, target audience and how they think. We allow time for novel ideas. We allow time for being persistent through the process to give us the best product. Sometimes those take extra time. It's worth it for the right approach and product. This allows for us to be flexible and adapt. This allows for your team to have enough time to properly review and give us content and feedback. This isn't a race to complete but an opportunity to do it right. We've baked in enough time for your team to go to conferences or handle other projects. This is a collaboration and we've done this process enough times to know that things come up and take priority. Our project manager is there to help guide us through this process and ensure we stay on time and flexible with whatever life might throw us.

Phase	Start Date (Est.)	Completion Date (Est.)
Phase 1: Discovery and Planning	Week of August 17, 2026	September 18, 2026
Phase 2: Design	September 21, 2026	October 16, 2026
Phase 3: Development	October 5, 2026	November 20 2026
Phase 4: Implementation and Training	November 2026	December 2026
Phase 5: Launch & Training	December 2026	December 2026
Phase 6: Post-Launch Optimization	January 2027	January 2027

8. Budget

Our financial approach is rooted in transparency, predictability, and fiscal responsibility. Based on our past experience with projects of this scale, we recommend a budget between \$75,000 and \$110,000. Given our current knowledge of this project we would estimate the project to be \$83,174.00 for the complete scope of services outlined in this RFP. We recommend having an additional 15% contingency budget for post launch edits and extra ideas. Sometimes during the first phase we have an idea that really pushes the limits of the project and we recommend having the budget to go for it.

ESTIMATED PROJECT INVESTMENT

\$83,174.00

Recommended budget range: \$75,000 – \$110,000, plus a 15% post-launch contingency.

This total includes all discovery, design, development, implementation, training, documentation, and post-launch optimization services. Every dollar in this proposal is tied directly to a defined project phase and milestone. **Contingency and Scalability**

While we are always available for support, our ultimate goal is your complete operational independence. Included entirely within our post-production framework is the delivery of custom, hands-on training sessions and a permanent, step-by-step recorded video manual. This ensures that your non-technical staff can independently handle updates without any reliance on an outside developer.

- **Post-Launch Optimization:** This reserve ensures that we are not just delivering a product on launch day, but optimizing it based on real-world behavior. This fund allows for evidence-based refinements that guarantee long-term adoption and success.

**All travel costs associated with visiting your office for the initial in-person kickoff session will be fully incurred by Mox. We view this collaborative face-to-face alignment as a vital investment in our partnership, meaning these expenses will never be passed on to you..*

Third-Party Software & Licensing Assumptions

Our total fixed-fee project quote covers our agency's design, development, and implementation labor.

Mox covers all of our own internal tool costs (like corporate seats for Figma, ClickUp, Elementor) during the active build cycle. If we discover during Phase 1 that a highly specialized, premium plugin is required, we will present it to your team transparently, explain why it's needed, and pass the subscription fee through to you at cost with zero agency markup.

Project Investment Breakdown

	Unit Type	Cost/Unit	Units	Cost
Pre Production R&D				
Market + User Research	Hourly	\$200.00	45.00	\$9,000.00
UX/Wireframe	Hourly	\$200.00	10.00	\$2,000.00
Style Test	Hourly	\$200.00	8.00	\$1,600.00
Site Map	Hourly	\$200.00	2.00	\$400.00
Project Management	Hourly	\$150.00	40.00	\$6,000.00
Meetings	Hourly	\$100.00	30.00	\$3,000.00
SUBTOTAL PRE PRODUCTION				\$22,000.00
Production Design				
Homepage Design	Hourly	\$200.00	30.00	\$6,000.00
Internal Page Design	Hourly	\$150.00	40.00	\$6,000.00
Copy Writing Support	Hourly	\$200.00	45.00	\$9,000.00
Creative Direction	Hourly	\$225.00	45.00	\$10,125.00
SUBTOTAL DESIGN				\$31,125.00
Post Production Development Deployment				
Server Install + Development	Hourly	\$200.00	4.00	\$800.00
Homepage Development	Hourly	\$200.00	15.00	\$3,000.00
Additional Page Development	Hourly	\$200.00	55.00	\$11,000.00
SEO Kickstart	Hourly	\$200.00	10.00	\$2,000.00
Testing	Hourly	\$200.00	10.00	\$2,000.00
Launching Website	Hourly	\$200.00	2.00	\$400.00
SUBTOTAL DEVELOPMENT				\$19,200.00
Website SUBTOTAL				\$72,325.00
AGENCY FEE 15%				\$10,849
TOTAL COST				\$83,174

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