



Webworks CSE Pricing Schedule

Webworks CSE Interactive Media Development and Maintenance

WordPress Development and Maintenance

\$150/Hour, Frontend UI/UX

\$250/Hour, Backend Server-Side

Magento Development and Maintenance

\$150/Hour, Frontend UI/UX

\$250/Hour, Backend Server-Side

Hard-coding Development and Maintenance

\$150/Hour, Frontend UI/UX

\$250/Hour, Backend Server-Side

Application Development and Maintenance

\$250/Hour

\$350/Hour, iOS, iPadOS, and Android

Artificial Intelligence (AI) and Machine Learning

\$250/Hour

\$350/Hour, iOS, iPadOS, and Android

Branding and Brand Positioning Services

\$350/Hour

\$750/Hour, Vittorio Carelli (Supervision)

Comprehensive Search Engine Optimization (SEO)

\$150/Hour

Webworks CSE Server Security

Security Engineering, Cyberattack Cleanup and Recovery

\$250/Hour

Webworks CSE Website Development

Website Development is based on the applicable hourly rate and the Maintenance Plan. Hourly Fees are billed in 15-minute increments. Prices are subject to change without notice except for annual Maintenance Agreements in effect.

Webworks CSE Maintenance Plans

Hard-coded Platform Class-1

Class-1 Plans include Fully Managed Cloud Hosting on Dedicated Servers (No E-Commerce).

No E-Commerce	Hardcoded	Service Level
No E-Commerce	\$250/Monthly	1-A includes 0 hours of Support *
No E-Commerce	\$550/Monthly	1-B includes 2 hours of Support Monthly *
No E-Commerce	\$1000/Monthly	1-C includes 5 hours of Support Monthly *

WordPress Platform Class-2

Class-2 Plans include Fully Managed Cloud Hosting on Dedicated Servers (No E-Commerce).

No E-Commerce	WordPress	Service Level
No E-Commerce	\$250/Monthly	2-A includes 0 hours of Support *
No E-Commerce	\$550/Monthly	2-B includes 2 hours of Support Monthly *
No E-Commerce	\$1000/Monthly	2-C includes 5 hours of Support Monthly *

WordPress Platform Class-8

Class-8 Plans include Fully Managed Cloud Hosting on Dedicated Servers (Includes Pro Level E-Commerce).

Gross Sales Revenue	WordPress E-Commerce	Service Level
< \$1,000,000	\$1,000/Monthly	8-A includes 3 hours of Support Monthly *
\$1,000,000 - \$5,000,000	\$1,800/Monthly	8-B includes 7 hours of Support Monthly *
\$5,000,000 - \$10,000,000	\$2,650/Monthly	8-C includes 12 hours of Support Monthly *
\$10,000,000 +	\$3,350/Monthly	8-D includes 16 hours of Support Monthly *

Magento Platform Class-84

Class-84 Plans include Fully Managed Cloud Hosting on Dedicated Servers (Includes Enterprise E-Commerce).

Gross Sales Revenue	Magento E-Commerce	Service Level
< \$1,000,000	\$1,300/Monthly	84-A includes 5 hours of Support Monthly *
\$1,000,000 - \$5,000,000	\$2,250/Monthly	84-B includes 10 hours of Support Monthly *
\$5,000,000 - \$10,000,000	\$3,100/Monthly	84-C includes 15 hours of Support Monthly *
\$10,000,000 - \$25,000,000	\$3,950/Monthly	84-D includes 20 hours of Support Monthly *
\$25,000,000 +	\$4,800/Monthly	84-E includes 25 hours of Support Monthly *

* Unused Support hours carry over from month to month for up to 12 billing periods with our Annual Maintenance Plans. Unused Support hours do not carry over for Services provided month to month.

Webworks CSE Maintenance Plans include:

Webworks CSE Fully Managed Cloud Hosting on World-Class AWS, consisting of 100+ data centers globally, covering 31 AWS Regions, 99 Availability Zones, and over 400 edge locations/local zones, in 245 countries and territories. Facebook, Netflix, LinkedIn, Airbnb, Pinterest, Disney, General Electric, NASA, and others are on AWS.

- 24/7 Security Monitoring.
- 24/7 Uptime Monitoring.
- 24/7 Support Based in the U.S.
- Dedicated Account Manager Oversight.
- Daily Site Backups Secured Off-Site.
- Database Backup 4-times Daily Off-Site (E-commerce only).
- Basic Search Engine Optimization (SEO).
- Realtime Performance Monitoring.
- Performance Optimization.
- Realtime 404 Monitoring.
- Visual Content Monitoring.
- Platform Core, Plugin, and Theme Updates.
- Infrastructure Updates and Upgrades.
- Webworks CSE Proprietary Apps and Plugins.
- Content Updates (text, images, and other minor changes).
- Domain Name Registration and Renewal.
- Domain Name Server DNS Maintenance.
- SSL Certificates Registration and Renewal.
- Recovery of Files from Backups (if available).
- Removal of Malware, Spam, and Malicious Code.

The following is not included in Webworks CSE Maintenance Plans:

Website development, branding, image editing, graphic design, graphic editing, database design, database changes, programming, creating new content or writing new copy, corrections in grammar, comprehensive search engine optimization, payment gateways to receive E-commerce payments (e.g., PayPal, Square, Stripe, etc.), and media delivery for video streaming requiring high bandwidth on dedicated platforms (e.g., Vimeo, Wistia, etc.), will be charged an additional fee(s) based on the hourly rate indicated in the current Webworks CSE Pricing Schedule in effect.

Webworks CSE Maintenance Plans are Comprehensive

Dedicated Servers: Webworks CSE dedicated servers offer a powerful advantage. One entire physical server is dedicated to a single customer. Unlike shared hosting, where multiple users share server resources, a dedicated server provides performance, security, and exclusive control of its resources to meet the most demanding E-commerce platforms.

Timely Incident Response: We are based in the U.S. When a problem arises, our team is on it within minutes, not hours or days.

Dedicated Oversight: Every client is assigned a dedicated account manager to ensure everything runs smoothly. We also maintain technical support teams 24-7 in case of emergencies.

Fully Managed Cloud Hosting on World-Class AWS: Consists of 100+ data centers globally, covering 31 AWS Regions, 99 Availability Zones, and over 400 edge locations/local zones, in 245 countries and territories. Each data center undergoes third-party audits to confirm security and compliance.

Search Engine Optimization (SEO): Webworks CSE employs unique methods of improving the quality and quantity of website traffic to our customers' web pages from all the top search engines, by closely monitoring variances in the search algorithms of each. Webworks CSE offers Basic and Comprehensive Search Engine Optimization Services (Comprehensive Search Engine Optimization is available at an additional fee(s) based on the hourly rate indicated in the current Webworks CSE Pricing Schedule in effect

Local-only Encryption: Webworks CSE is a host-proof solution meaning the system is designed to ensure that only the owner can access their site. Webworks CSE servers employ best-in-class security methods.

Security and Encryption Best Practices: Sensitive data is stored with Webworks CSE Off-Site. Where highly sensitive data encryption is needed, Webworks CSE offers industry-standard cryptography that is strong enough to defend against brute-force attacks.

Reliable Access to Site Data: Webworks CSE endeavors to ensure owners can easily access and manage their site content whenever they need, providing solutions for single sign-on, password management, and multi-factor authentication. Webworks CSE helps consumers and businesses increase productivity and decrease the likelihood of password-related breaches.

Cyberattack Cleanup and Recovery: Webworks CSE performs the necessary steps to clean up cyberattack breaches. According to ICTSD, cyberattacks can be costly for small businesses. An average small business in the US will spend \$25,612 on cyberattacks over twelve months. More shocking than that is that 60 percent of small companies close within six months of being hacked.

Regular Audits and Penetration Tests: We use trusted, world-class, third-party security firms to conduct routine audits and annual testing of the Webworks CSE infrastructure.

Definitions and Additional Information

Webworks CSE: Webworks CSE is a software engineering unit of Carelli International Corporation. If it involves software running on a screen, we've done it. Our process developed through a long diverse history employing best-in-class designers and engineers devoted to excellence. We have provided interactive media solutions to some of the biggest names since the launch of the Web—and for nearly 20 years before its existence. Visit <https://www.carellidesign.com/webworks/us/en>

Carelli Design: Carelli Design is an industrial design unit of Carelli International Corporation, providing strategic solutions in all aspects of the creation process, from brand experiences to products and interfaces, from digital solutions to communications, across multiple technologies, platforms, and media. Clients include Coca-Cola, Sony, Motorola, Starbucks, Disney, Porsche, GE, China Unicom, and many Fortune 500 companies. Founded in 1973. Visit <https://www.carellidesign.com>

Hard-coded: Hard coding (also hard-coding or hardcoding) is the software method of embedding data directly into the source code of a program or other executable object, as opposed to obtaining the data from external sources or generating it at runtime. Data hard-coded is best suited for unchanging information, such as physical constants, static text elements, and static-based websites. Hard coding offers more flexibility and control and ranks highest in performance and security but comes with a high learning curve.

WordPress: WordPress is a web content management system. WordPress was initially created as a tool to publish blogs but has evolved to support publishing other web content, including more traditional websites, membership sites, learning management systems, and online stores. WordPress is written in the PHP and SQL languages. WordPress is the platform of choice by software engineers for over 43% of all sites across the Web. It is not the preferred platform for high volumes of transactions, or high-security, E-Commerce needs.

Magento: Magento is one of the most powerful E-Commerce solutions for online businesses. Magento, also referred to as Adobe Commerce (after Adobe acquired Magento in May 2018 for \$1.68 billion). More than 250,000 merchants use Magento, facilitating \$155 billion in gross annual merchandise volume. Magento is written in the PHP and SQL languages and requires special training for software engineers. Nike, Ford, Olympus, Vizio, Warby Parker, Tommy Hilfiger, and many others are built on Magento.

Search Engine Optimization (SEO): is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic (known as "natural" or "organic" results) rather than direct traffic or paid traffic. SEO is performed because a website will receive more visitors from a search engine when websites rank higher on the search engine results page (SERP). These visitors can then potentially be converted into customers. Webworks CSE offers Basic and Comprehensive Search Engine Optimization Services.

ICTSD: Founded in 1996, the International Centre for Trade and Sustainable Development (ICTSD) is an independent non-profit organization based in Geneva, Switzerland. The goal of the organization is to advance sustainable development through trade-related policymaking. Visit <https://www.ictsd.org>

Payment: We recommend using Zelle or ACH Bank Transfer as default payment methods. We accept payments using Zelle, credit cards, or ACH Bank Transfers. We do not accept payments by mail.

Referrals: Referrals are welcome; Existing customers can earn a credit equivalent to one month of a new customer's annual Maintenance Plan. Credits may only be applied to existing Webworks CSE customer accounts with an annual Maintenance plan in effect. Credits are received 3 months after the commencement of the new customer's Plan. Other restrictions apply.

Pricing Effective: January 1, 2024

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Prices are subject to change without notice except for annual Maintenance Plans in effect.

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