

WEBSITE REDESIGN + HOSTING REVIEW

A stronger first impression. A clearer path to clients.

A focused proposal for Dan and Brandon Adam Security Services, Inc. Modernize the website, compare recurring costs and plan any migration around business continuity.



Start with the website. Make email a separate decision.

The initial project should improve how hotels, property managers and event buyers understand the company and request coverage. Review the GoDaddy bill before deciding whether to retain, relicense or migrate email.

Access is owner-private until sharing is configured. No changes have been made to the current website or email service.

01 / WHAT WE WILL DELIVER

A website built for the buyer.

The current public homepage leads with a broad protection message. The redesign gives visitors a more useful route from service discovery to a qualified conversation. [1]

Included in the initial website project	Purpose
Up to 8 responsive pages: Home, Services, Hospitality, Property Security, About, Coverage, Careers, Contact	Help each buyer understand the relevant service and the next step.
Professional visual direction and rewritten copy; two consolidated revision rounds	Present the approved company story, credentials and coverage clearly.
Structured quote form and verified inbox delivery; approved urgent-contact route	Capture property type, location, start date and coverage needs. Production email delivery is implemented after access and routing approval.
Search and launch foundations	Titles, descriptions, sitemap, redirects, indexability checks, structured business data and mobile review. No ranking or lead guarantees.
Handover and ownership	Client-owned domain and provider accounts, source handover, launch checklist and 30 days of correction support.

Included in the demonstration

Clickable service explanations, anchored navigation, a simulated assessment form and a hosting cost calculator. No form data is sent or saved. Imagery is illustrative; public launch requires approved photography or licensed assets.

Outside this phase: employee portals, incident-report databases, payroll, client dashboards, paid advertising, original photography and ongoing content production. Each can be quoted separately.

02 / SEPARATE THE BILL

Web hosting and email are different.

The domain can remain registered at GoDaddy while the website and email use other providers. A domain transfer is optional. Final selection follows the account and invoice review.

Provider / option	Published USD pricing	Fit and tradeoff
Cloudflare Pages [2]	\$0 static hosting tier	Suited to this custom coded brochure site. Forms, domain renewal, monitoring, backups and maintenance are separate; limits apply.
Zoho Mail Lite, 5 GB [3]	From \$1/user/month; annual billing	Low-cost email. Confirm storage, app compatibility, migration and retention requirements.
Exchange Online Plan 1 [4]	\$4/user/month, paid yearly	Email-focused Microsoft option; 50 GB mailbox. Desktop Outlook application license is separate.
Microsoft 365 Business Basic [4]	\$7/user/month, paid yearly	Email plus web/mobile collaboration. Desktop Office suite license is not included.
Google Workspace Starter [5]	\$7/user/month; annual commitment	Gmail and collaboration; 30 GB pooled storage per user. A platform change requires data and user-transition planning.

Recommended decision order

First identify the current email product. If the team already uses Outlook/Microsoft 365, evaluate keeping the existing environment and changing licensing before moving to another platform. Choose Zoho for email-only savings if storage and workflows fit; choose Google when Gmail collaboration is a business preference.

Pricing checked 24 October 2026. Before tax; checkout, region, renewal and commitment terms must be reconfirmed. Provider fees do not include BECOMING LINE services. No savings are established without actual invoices.

03 / CONTROLLED TRANSITION

Preserve the business essentials.

The goal is to retain the domain and existing email addresses while verifying the data and services the business relies on. No migration has been performed.

Stage	Actions and acceptance check
1. Inventory and backup	Review GoDaddy products, bills, renewal dates, DNS, tenant, users, aliases, storage, archives, contacts, calendars and integrations. Record current settings and confirm recovery access.
2. Prepare the website	Build on a separate preview. Retain useful URLs, documents and approved content. If the site uses GoDaddy Websites + Marketing, plan a rebuild unless an export route is verified.
3. Choose the email route	For GoDaddy Microsoft 365: follow the official release process. Do not pre-purchase replacement mailboxes before the move is finished; a new tenant cannot simply be merged. Keep accounts active beyond the next 5 business days. [6]
4. Verify data and cut over	For a platform change, pilot a mailbox and compare messages/folders. Migrate calendars, contacts and archives through supported methods; IMAP alone does not cover all of these. Validate DNS, SPF, DKIM, DMARC and mobile/desktop use.
5. Monitor and close	Test inbound/outbound mail, quote delivery, redirects and HTTPS. Owner accepts data completeness and service operation. Retire only confirmed unused subscriptions and retain a rollback plan.

Timing and ownership

Website planning allowance: 3-4 weeks after scope, content and access are approved. Email timing depends on tenant release, mailbox count, data volume and provider support. Schedule a low-traffic transition window; no zero-interruption guarantee.

Use delegated access or an owner-assisted account session. Keep domain and provider accounts under the client's ownership. Review all linked domains before a Microsoft tenant release.

04 / COMMERCIAL FRAMEWORK

Scope first. Transparent costs.

No fee has been agreed with Dan. The amounts below are proposed planning budgets for BECOMING LINE owner review before a binding quote is issued.

Workstream	Proposed budget / basis
Website redesign and launch	Suggested fixed fee: \$2,400 for the scope on page 2. Two revision rounds; 30-day correction support. Proposed payments: 50% at project start, 50% before production launch.
Email discovery and transition	Budget allowance: \$250-\$600 for up to 5 mailboxes; final quote after tenant/data review. More users, archives, complex calendars or remediation require separate scope.
Optional website care	Suggested \$79/month: uptime/form checks, deployment backups and up to 30 minutes of minor content edits per month. Extra work quoted separately; no 24/7 incident-response commitment.
Provider subscriptions	Paid directly by the client. Domain, email licenses, form/mail service, taxes and optional software are itemized separately.

Provider-only example, not Dan’s actual bill

With 5 users: Zoho Mail Lite = \$5/month equivalent (\$60/year); Exchange Online Plan 1 = \$20/month (\$240/year); Microsoft Basic or Google Starter = \$35/month (\$420/year). Add website services, domain, tax and any support. Annual commitment/payment terms apply.

What we need to finalize the quote

A recent GoDaddy invoice with payment details hidden; current product names and renewal dates; number of paid mailboxes and storage used; domain/account owner; approved logo, photos and service information; and the designated recipient for website inquiries.

Actual recurring savings = current annual total minus the full proposed annual total. Deduct one-time redesign and migration fees when evaluating the first year. No ROI or contract-growth guarantee.

05 / EVIDENCE & DELIVERY

A reviewable starting point.

Research and pricing checked 24 October 2026. This proposal uses public company information and the supplied digital growth audit; internal systems, invoices and operating performance were not inspected.

[1] Company homepage and About

<https://bassnycinc.com/>
<https://bassnycinc.com/about-us-1>

[2] Cloudflare Pages and limits

<https://www.cloudflare.com/products/pages/>
<https://developers.cloudflare.com/pages/platform/limits/>

[3] Zoho Mail pricing

<https://www.zoho.com/mail/zohomail-pricing.html>

[4] Microsoft Exchange / Microsoft 365 pricing

<https://www.microsoft.com/en-us/microsoft-365/exchange/exchange-online-business-plans-and-pricing>

[5] Google Workspace pricing and editions

<https://workspace.google.com/pricing>
<https://knowledge.workspace.google.com/admin/getting-started/editions/business-editions>

[6] GoDaddy Microsoft 365 move-away procedure

<https://www.godaddy.com/help/move-my-microsoft-365-email-away-from-godaddy-40094>

Production acceptance

Confirm approved company claims and assets; test phone/email links and form delivery; check mobile navigation and readable layouts; verify HTTPS, redirects, indexing settings and account ownership. The preview is marked noindex and must be reviewed before production use.

BECOMING LINE

Stories. Brands. Transformation.

Planning proposal, subject to scope, commercial approval and account discovery.