SAMPLE ESTIMATE PACK DOCUMENT

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Page Count Estimates

Recommendations for estimating the number of pages for a site:

- 1+ splash pages, count extra splash pages separate from page count of standard site pages.
- 1 page per gallery image
- 1 page per product
- 1 page per job posting
- 1 page per press release
- 1 gallery index page per 6 - 12 thumbnails
- 1 index page per main topic
- 1 home page
- 1 page per main subtopic
- 1 hook/hallway page per site listing all site pages for search engine spidering support
- 1 doorway page per keyword and phrase (single pages designed to rank high on a word or phrase)
- 1 index page per set of subtopic pages
- Create comprehensive storyboard layout to generate page count estimate based on components and pages required.

Page Type	# Pages
Splash Pages	
Hook/hallway pages	
Doorway pages	
Home Pages	
Admin Pages	
Index Pages	
Content Pages	
Series Pages	
Help Pages	
E-Commerce Pages	
Total Estimate:	

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