

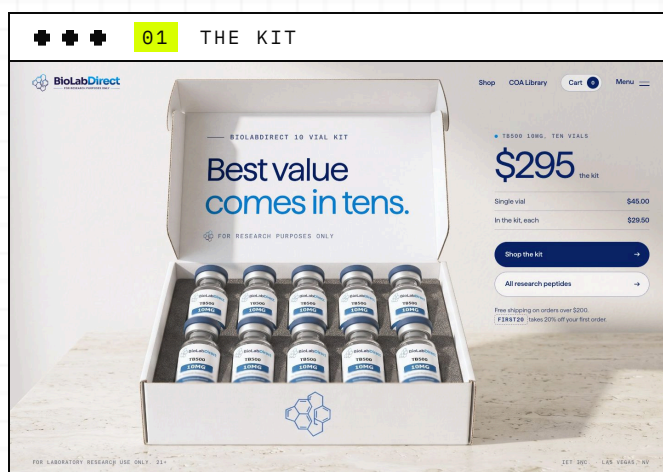
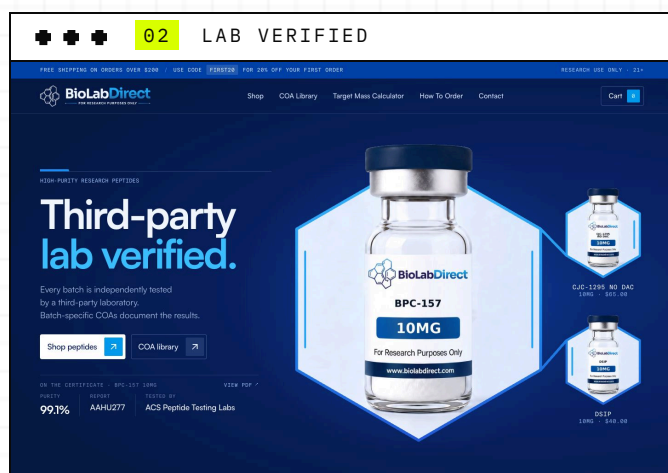
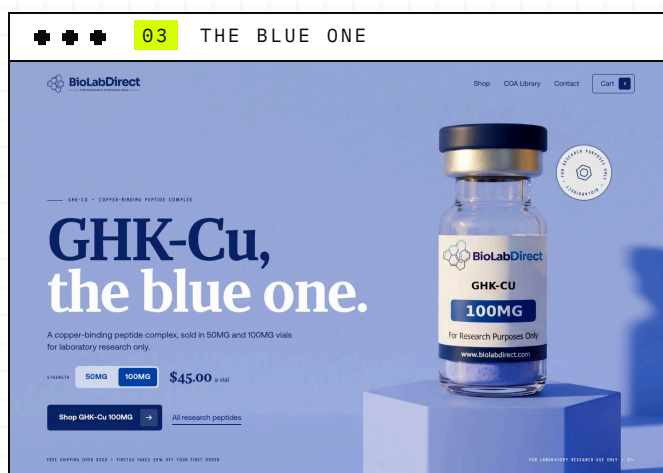


# A new website for BioLabDirect.

PREPARED FOR THE BIOLABDIRECT TEAM • BY ERIC BERG, CRUSH

## THE TOP OF YOUR HOMEPAGE

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



THE LAUNCH

**\$2,500**

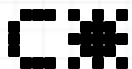
for \$3,660 of work, one time

LIVE

Within a week  
of saying go

YOURS

Yours to keep  
theme and files in your store



## 01 WHERE WE STARTED

# What we built it around.

## 01 10 Vial Kits, best value.

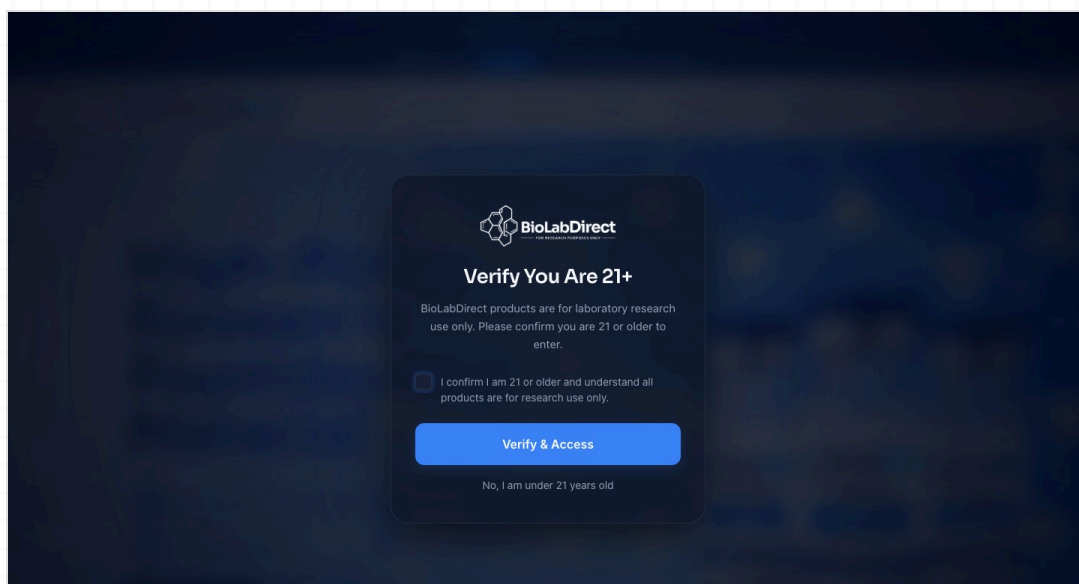
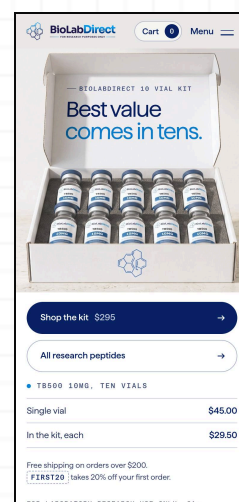
Your own product option. Option 1 opens your kit box in morning light with the headline printed inside the lid: TB500 at \$45 a vial, or \$295 for ten.

## 02 Third-party lab verified.

Your own homepage heading. Option 2 rebuilds your hexagon mark as three windows on your navy, your BPC-157 vial huge in the first, beside the 99.1% read off its certificate.

## 03 GHK-Cu, a copper-binding peptide complex.

From its product page. Option 3 builds the page in the color of its blue powder, the vial huge on a hexagon plinth, with a 50MG / 100MG switch that changes the strength on the label.



TODAY

ON A PHONE



## 02 WHAT YOU GET

# Pay for the website. Get the whole launch.

|    |                                                                                                                                                                                                                                                                             |         |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| 01 | <b>The website</b><br>A new theme for your WooCommerce store: the homepage, shop pages, product pages and cart, built out from the top you've just seen, on your real products, sizes and checkout. Live on your domain within a week of saying go.                         | \$2,500 |
| 02 | <b>A launch promo</b><br>A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.                                                                                                                              | \$140   |
| 03 | <b>A launch email</b><br>Designed and written for your customer list, so the people who already order from you hear about the new site from you.                                                                                                                            | \$350   |
| 04 | <b>A launch ad set</b><br>Twelve launch graphics for your own channels (email, socials, site banners), each sized for feeds and stories, with moving versions of the best four.                                                                                             | \$350   |
| 05 | <b>A phone receptionist, first month</b><br>From <u>Hire Whoever</u> , our sister company: a voice assistant that answers a store phone line for you, so customers who'd rather call still get an answer, and every call becomes a short written record you can read after. | \$105   |
| 06 | <b>30 days of changes</b><br>Text or email us what to change. It's live the next business day.                                                                                                                                                                              | \$35    |

PLUS, WHEN YOU SAY GO BEFORE 6 NOVEMBER 2026

|              |                                                                                                                                             |       |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------|-------|
| <b>BONUS</b> | <b>Launch email setup</b><br>We set up the launch email in your store and line it up for your customer list, ready to go out on launch day. | \$180 |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------|-------|

|                    |                |                                                                                          |
|--------------------|----------------|------------------------------------------------------------------------------------------|
| TOTAL VALUE        | YOU PAY        | THE ONE-WEEK PROMISE                                                                     |
| <del>\$3,660</del> | <b>\$2,500</b> | If the site isn't live within a week of go, your first three months of changes are free. |

ALL PRICES IN US 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                                                                                                                                 | DAYS 1 TO 7                                                                                                                          | LAUNCH                                                                                                                     | 30 DAYS                                                                                  |
|---------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| <b>You say go</b><br>You pay the 50% deposit and add us as a user on your WordPress site. Your live store won't change until you say. | <b>We finish the site</b><br>We turn these pages into your store's theme. You see every page in a preview before anything goes live. | <b>It goes live</b><br>The new theme goes live on your domain, and the promo and launch email are ready to go out with it. | <b>Changes, next day</b><br>Text or email a change and it is live the next business day. |

04 INVESTMENT

|                                                                                                                                 |                |
|---------------------------------------------------------------------------------------------------------------------------------|----------------|
| <b>The launch</b>                                                                                                               | <b>\$2,500</b> |
| To start, when you say go (50%)                                                                                                 | \$1,250        |
| When the site goes live                                                                                                         | \$1,250        |
| <b>AFTER LAUNCH: MONTHLY PLANS FROM \$250, ONLY IF YOU WANT ONE</b>                                                             |                |
| <b>Care</b><br>Site care and hosting, unlimited edits live the next business day, your Google listing kept current.             | \$250/mo       |
| <b>Grow</b><br>Everything in Care, plus SEO: a new page or article a month, a Google and AI check, one campaign from your site. | \$500/mo       |
| <b>Growth Partner</b><br>Everything in Grow, plus full SEO and every campaign piece each month: emails, promos and ads.         | \$1,000/mo     |

05 WHAT YOU OWN

- The theme and every file, in your WordPress site and your name.
- Your products, orders, customers and checkout stay right where they are.
- No commitment on anything monthly. Cancel anytime; the theme stays yours.



## 06 QUESTIONS

# The usual questions.

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## 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.

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## 02 Is it secure?

Yes. The new theme is built lean, with no page builder and no extra plugins added, and we test it on a copy of your store before anything goes live. Your checkout and payments stay exactly as they are.

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## 03 Who owns it?

You do. The theme and every file sit in your WordPress site, in your name. Your hosting, domain and checkout stay with you, and nothing of ours renews unless you ask.

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## 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.

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## 05 When do I pay?

Half (\$1,250) when you say go, the rest (\$1,250) when the site is live. You've seen the homepage before paying anything.

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07 NEXT STEP

# Say go.

Reply to this email or write to [eric@crushhh.co](mailto:eric@crushhh.co), and the build starts.  
This proposal holds until 29 November 2026.

Say go by email

See the first look again

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Eric Berg

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