WEBSITE MIGRATION PROPOSAL

Hubbard Family Swim School

Prepared by Josh Holladay, FusionLoop · November 3, 2026 · Valid for 14 days

$17,000	~4 weeks	24 pages	~300 items
Fixed price	Kickoff to launch	Same addresses as today	Blog, staff and pages moved

Overview

FusionLoop will move hubbardswim.com to Framer in about four weeks, built to keep every address you already rank for. Your team will be able to edit text, photos, staff and blog posts without a developer. We design on the real site instead of drawing it twice, and spend the time where the risk is: keeping your search traffic and enrollment links working on launch day.

Why now

1. **Settled before summer.** Starting now puts launch in December, so Google's short recrawl adjustment happens in the quieter months, well before families search for summer lessons.
2. **Parents ask AI tools.** ChatGPT, Google's AI answers and Siri quote sites that clearly state location, hours and contact details. None of your four locations does that today.
3. **Quick wins are missing.** hubbardswim.com/robots.txt and /sitemap.xml both return "not found," and the homepage has no structured data. All three are fixed as part of the move.
4. **Your team edits all year.** On Framer, staff edit the page they're looking at and publish in seconds, with no plugins or servers to look after.

Why Framer

We've built sites on both. WordPress still runs a huge share of the web, but in our opinion it isn't the right foundation for where the web is heading. Framer is newer and lighter, needs far less upkeep, and fits how families search today. Having built and maintained both, we've found it the better fit for our clients.

Protecting your rankings

> No one can guarantee a perfect migration. What a careful migration can do is keep Google seeing the same pages, so nothing gives it a reason to rank them differently.

1. **Same addresses.** Every blog post (~132) keeps its /blog/post/ address; core pages and the 11 blog category pages keep their paths.
2. **Permanent redirects** for anything that moves, so old links and their standing carry over.
3. **Same content and titles.** Posts move word for word; titles and descriptions carry over; every item is checked.
4. **Proof.** Every address and your top pages recorded before launch, each one re-checked after, and 30 days of Search Console monitoring.
5. **The missing basics.** Sitemap, robots file, and business details for all four locations.

iClassPro portals, the Level Finder quiz, Special Needs inquiry, email signup, waiver PDF and Google tracking all carry over, plus conversion tracking for each location.

Scope and price

1. Kickoff & URL inventory Kickoff call, list of every address, rankings baseline	**$1,100**
2. Design system & homepage Refreshed look on your colors and mascot, reusable parts, homepage for desktop/tablet/phone, 2 feedback rounds	**$2,750**

3. All core pages 7 lesson pages, swim levels list feeding pricing, 4 location pages, About, FAQ, Contact, Register, Employment, Calendar, Gift Cards, Privacy, 404, mobile menu, portal picker	**$5,450**
4. Content migration ~132 blog posts and 11 category pages, ~180 staff profiles with location filter, optimized images, every item checked against the original	**$2,750**
5. SEO preservation Same addresses, permanent redirects, titles and descriptions, business markup for 4 locations, sitemap, Search Console, 30-day check	**$2,850**
6. Connections, testing, launch & training iClassPro, JotForm, Constant Contact, ADP link, GA4 conversion tracking, device and accessibility testing, launch, training, 14 days of free fixes	**$2,100**
Total, fixed	**$17,000**

Timeline

Week 1	Kickoff, address inventory, rankings baseline, design system and homepage started
Week 2	Feedback round 1 on the homepage; core, lesson and location pages built
Week 3	Migration checked, SEO and connections done, testing; **staging site ready for review**
Week 4	Feedback round 2, final fixes, **launch**, staff training

The clock starts once access and content arrive; late items move dates day for day. Feedback within 3 business days, please.

Payment

At signing	$8,500 (50%)
At the finish (launch)	$8,500 (50%)

Out-of-scope work is quoted first, at $125/hour. Hubbard pays its Framer plan directly and owns the site, in its own Framer account, on final payment.

Optional add-ons

Spanish-language version (phase 2)	from $2,500
Copy refresh	$225/page
Older blog post refresh	$125/post
Monthly care plans	Essential $295 · Growth $595 · Partner $1,495 (details on the proposal page)

Next steps

1. Review and send questions. 2. Sign the agreement and pay the $8,500 start payment. 3. Send the checklist: one approving contact, site admin access or a data export, domain settings, Search Console/Analytics/Tag Manager access, a Hubbard Framer account, and the current staff list. Kickoff within one week of signing.

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