

VIH Execujet - Website Project Summary

Prepared by PlusROI for VIH Execujet · June 2026

A WordPress rebuild repositioning VIH Execujet as Western Canada's premier long-range private aviation provider, with the **Falcon 7X as flagship**. This is a one-page summary of scope, cost, and dates - see the full proposal for detail.

 **Target launch: August 15, 2026.**

Scope

Included: design-first build (wireframes + full mockups, then development) of a custom, fully-responsive WordPress template with baseline technical SEO; ~6 general + 5 service pages; Home, Fleet Index (with comparison table), Falcon 7X flagship, shared fleet template (Challenger 604/605, Caravan 208), Empty Legs (card layout), and a conversational Quote Wizard; Blog, Fleet, and Empty Legs content types; content + ~200-subscriber migration from Squarespace into Mailchimp; and launch.

Custom features included: fleet comparison table · Empty Legs card redesign + homepage module · conversational Quote Wizard · Falcon 7X flagship page · Blog / Content Hub · **Mailchimp** email notifications · **social media integration** (profile links + LinkedIn link-preview cards) · **GA4 analytics with comprehensive goal/conversion tracking** · **Popular**

Destinations (one optimized example page plus a reusable template you can replicate for additional routes yourself).

Not included: mega menu (standard dropdown menu included instead) · amenities list per aircraft · dedicated team-member pages · 360° virtual cabin tour · SMS empty-leg alerts · interactive range map · safety-certifications badges · Skylegs automated feed (empty legs stay on manual entry, which is working well at current volume).

Cost (approved)

Item	Cost
Phase 1 - Wireframes & mockups	\$1,800
Phase 2 - Base build	\$3,900
Phase 2 - Custom features (above)	\$3,250
Approved total	\$8,950

Payment: Phase 1 - 50% deposit, 50% on mockup completion · Phase 2 - 50% deposit on mockup approval, 50% on material completion.

Billed directly to VIH (not in total): Mailchimp ~\$20-80/mo · Gravity Forms Elite licence ~\$259/yr (covered by PlusROI while we hold the licence) · hosting ~\$30-60/mo.

Key dates

Milestone	Date
Mockups delivered	Fri, June 19, 2026
Mockup feedback + final approval	End of June (by June 30)
Staging site draft to review	End of July (July 31)
Backend training session	Week of Aug 3
Target launch	August 15, 2026

Launch follows as soon as content is finalized after training.

Imagery & video

We'll use real photography/video where available and clearly watermarked "**PLACEHOLDER**" images everywhere else, so you'll know exactly what's still needed. The **Falcon 7X video** was cropped to remove a watermark - usable, but the **original would look noticeably better**, so please send it if available. Further video editing is billed separately.