

Website & SEM Quote
for
CPAP America Website



VISIONLINE MEDIA

Contact:

Bryan P. Klugh, Account Executive

bklugh@visionlinemedia.com

(856) 546-0999



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Dear Edwin,

As you explore advertising your products online, I would like to give you some background on our firm. VisionLine Media is a multimedia firm focused on Websites and Web advertising. Our company was started in 2001 by a group of entrepreneurs looking to establish a top quality multimedia firm in our region. Currently, VisionLine Media actively represents over 950 clients from a myriad of industries and our portfolio contains well over 1,000 specific sites.

VisionLine Media has won many awards for Web Design and Interactive CDROM creation. Some of our awards include: Best of South Jersey, American Design Awards, Gold Artistry Award, and American Association of Webmasters.

Our charitable work is primarily focused on helping children with cancer and counseling teens on the dangers of reckless driving. We are actively involved with [Camp No Worries](#) and The Anthony Telesca Foundation as well as mentoring students from Temple University and Rowan University.

It is the professional opinion of our team that, the following plan will address the needs of your business by providing you with highly competitive Website and Web advertising at a fraction of the cost of a traditional advertising firm.

We look forward to our continued business relationship.

Sincerely,

Bryan P. Klugh

Partner, VisionLine Media



Website Sitemap for CPAP America

Top Navigation

Home (non-nav)

- Cycling Images of Machines - Overlays with Titles and CTA (FREE SHIPPING on Orders Over \$100)

CPAP America - Your Source for CPAP Supplies

- Short Welcome Message for SEO

Popular Product Categories (4 Category Badges with Text)

- CPAP Machines | CPAP Masks | CPAP Supplies | Oxygen Concentrators

Best Selling CPAP Products

- Image & Name | Image & Name | Image & Name | Image & Name

Customer Reviews (5 star reviews)

- Syndicated from Google 3 up

Why CPAP America (4 icons and blurbs)

- Fast, Free Shipping | Buy Now, Pay Later | Price Match Guarantee | Respiratory Experts

We Carry the Top Brands Your Trust

- (logo) (logo) (logo) (logo) (logo)

Machines

- All Machines Listed On Page
- Future Sub-Categories

Masks

- All Masks Listed On Page
- Future Sub-Categories

Supplies & Accessories

- All Supplies Listed On Page
- Future Sub-Categories

Oxygen

- All Concentrators and Accessories Listed On Page
- Future Sub-Categories

Testing

- Single Product Page
- Explains Process + Buy Now

About

Our Company

Customer Reviews

Blog

Our Guarantee

Financing

Contact

- **Contact Form (feeds database)**
- Hours, Phone and Map

Sticky Top Minor Navigation BAR

(800) 569-0167

(icon) My Cart

(icon) Checkout

- Rx Upload Field (machines only)
- Takes Credit Cards
- Takes Affirm Financing
- Shipping or In-Store Pickup

Footer Areas

Social Media Icons

- Facebook, Google, LinkedIn

Our Offices

749 North Delsea Drive
Vineland, NJ 08360

Phone: (856) 853-0324

Privacy Policy

Copyright Information



Website Development Plan for CPAP America

Opinion and Current Status

As you continue growing your business, we feel it is important to create a strong Web footprint in and around the products you sell. This will involve building out a more modern E-Commerce Website, optimizing it for SEO, running local paid search campaigns, extending google places listings and following interested prospects.

We believe that <https://www.thecpapshop.com/> represents a good model for you to follow as they are a both local business and a national website.

Professional Website Design

Every business needs a good Website. VisionLine Media will design and develop a Website on a Wordpress platform for your business that includes: multiple informational pages, photos, products, Rx Upload, credit card capture, online lead capture forms and the ability to update your own content. We will design the site from scratch to have your unique look and feel. Our sites utilize best practice web development methods. The full design will be compatible with both mobile devices and full browser resolutions. This is now the industry standard and represents proper visibility and formatting for over 98.9% of all Web users.

We will never use templates or violate best practice standards. We will never do something simply because it looks “cool” or because one of your competitors did it that way. Everything we do at VisionLine Media is designed to help your business grow online through best practice site architecture and search engine practices.

Professional Web Hosting

Every client that is hosted by VisionLine Media gets a free, one-time search engine submission. We will tag your site and have it submitted to Google through our Webmaster tools portal. This will help the Website to get picked up quickly. We will place your site on a dedicated server using ultra-fast SSD drives. The site will maintain all pages behind a 256 bit SSL encryption as you are a financial business and encryption is crucial.

Website Highlights

(1) Professionalism in Design

Our custom design will be clean and easy to navigate, giving your site a prestigious look and feel. It will also follow best practices for Web development including mobile friendly responsive design technology. The site's content area will be optimized for viewing at 1200px width or higher screen resolution but will accommodate all screen sizes. This is the modern standard for all sites.

(2) Responsive Design (Mobile Friendly)

Google is now dividing traffic into mobile and desktop categories. This means that Google is giving preference to mobile friendly Websites when searches are made from a mobile device. VisionLine will create what is called a “responsive” design. A responsive Website morphs to fit any screen size, thus eliminating the need for a separate mobile Website.

(3) Administration

Because of the nature of your business, the site must be updated with new information and articles. We have selected a Wordpress platform because it will allow you to edit content easily on the fly without additional software.

(4) Intuitive Cart Design + Rx Upload

The CPAP Shop is doing an excellent job of both Local SEM and National SEO. We want to mimic this setup and design a cart that is easy to use, offers financing and allows for immediate Rx upload. We may even offer a “Price Match Guarantee”

(5) Local Delivery

Local delivery is a huge advantage you offer over the large national suppliers. We want to define your delivery zone and offer FREE local delivery on all orders over \$200. This gives you a huge competitive advantage over the competition and gives us a “hook” to advertise online.

- free delivery within XX mile radius (min \$200 order) or In-Store Pickup

(6) Shipping

Shipping is tricky. It can make or break your margins. We will work with you to create a shipping matrix that encourages buyers to place larger orders.

Sample Shipping Matrix

- 0-25 = 25% or In-Store Pickup
- 25-100 = 20% or In-Store Pickup
- 100-199 = 18% or In-Store Pickup
- Over \$200 = free shipping or In-Store Pickup
- Exceptions on some products that have heavy weights have no free shipping

(7) Products (e-commerce)

VisionLine will install and theme a WooCommerce store. This will give you the ability of adding products or product categories using shortcodes to specific pages. This will allow users to learn about a product, click on the product itself and order online securely.

We will need to setup shipping rules and sales tax rules based on the states where each purchase is being shipped.

You can use a service like Stripe.com (processor and gateway in one) to reduce the cost of online transactions. STRIPE.com is the leading ecommerce payments platform and has the

best rates because it changes not monthly fees or gateway fees. We highly suggest getting a stripe account.

(8) Smart Contact Forms

All contact forms will feed a database that you can export to excel spreadsheet with one click. All correspondence will also be delivered to your email address. It is important that we store very client and/or potential client for future marketing efforts.

(9) Facebook, LinkedIn, Google My Business

VisionLine understands that Facebook is a big medium for your organization. We will also integrate links to your LinkedIn, Instagram and Google My Business pages.

(10) Call To Action Items

We will have multiple call to action items on every page of the Website. CHECKOUT & CONTACT will be prominent on all pages of the site. We will store all leads to a database for future marketing.

(11) Location

We think that the Our Company section should communicate the Who, What, When, Where and Why of your warehouse and should make finding directions easy. We will include a large map so that users can pinpoint your location.

Our advantage locally is that we ARE Local!

(12) Sections and Subsections

We will utilize a tiered navigation system on the site. Users will click on a main section to get an overview. They can then choose a detailed sub-section from that page. *Long, general pages that cover multiple topics are really bad for SEO.* More detailed pages that are specific to each service will greatly increase our SEO footprint. It is crucial for SEO that you have SERVICE SPECIFIC pages that have a good keyword density and that represent rich content including: text, photos, videos and blogs.

Website Marketing Program (After Site Build) – Focus on Cumberland, Cape May Counties

***LeadPost A.I - B2C Lead Extraction**

We think you should get a LeadPost.com account. LeadPost use cookie-based identification and probabilistic data providers (IP and fingerprint technologies) to match your website visitors to the identification signals of anonymous web site visitors. This site visit data is then converted to verified First Name, Last Name, Email Address, Mailing Address leveraging additional data partners and verification providers.

You will receive the **First Name, Last Name, Email Address, Mailing Address** of the visitors LeadPost B2C identifies.

Learn More: <https://leadpost.com/ecommerce-pricing/>

***LiveChat Function**

Every page of the site will contain a LiveChatInc.com window. This allows you to engage every user of the site to assist them with their questions. This is a great way to sell prospects on the spot. You will have your own account that identifies you and collects inbound leads you can sell on the spot. We believe we can use a PRE CHAT SURVEY to capture additional leads when no one is available to chat.

Google Business

Google Business is now a more robust platform for attracting local searches. We will work with you to claim your Google Places and optimize it for multiple categories and services. This will greatly extend your reach in local searches. We will also help to better define your geography on Google Places to attract a wider audience, who may be outside the immediate area. We will work with you to improve your rating online.

***Targeted PPC Campaigns**

Google Adwords pay-per-click marketing can get expensive. To keep costs down, we suggest doing a limited Google Adwords campaign that is focused on specific products. We will create detailed landing pages to increase conversions and we will limit exposure to just people surfing from the local counties to limit costs.

We will also buy up the names of your local competitors so that when people search for them you pop up!

SEO and Blog Work

Once the site is live, we must begin creating term-specific landing pages. We will constantly create these pages at a rate of 2 per month. They will be geared toward specific services and specific geographies. Our staff writer will create at least **2 landing pages** per month on your behalf. Both a landing page and a thought leadership blog.

Examples of Geographic Landing Pages

<https://hoffmanexterminating.com/exterminators-in-west-deptford-nj/>

<https://dashheatingandair.com/hvac-services-in-toms-river-nj/>

<https://cironeconstruction.com/dumpster-rentals-lake-carmel-ny/>

<https://kitchencabinetoutletcleveland.com/kitchen-cabinet-outlet-in-euclid-oh/>

<https://wshlawyers.com/law-firms-in-washington-township-nj/>

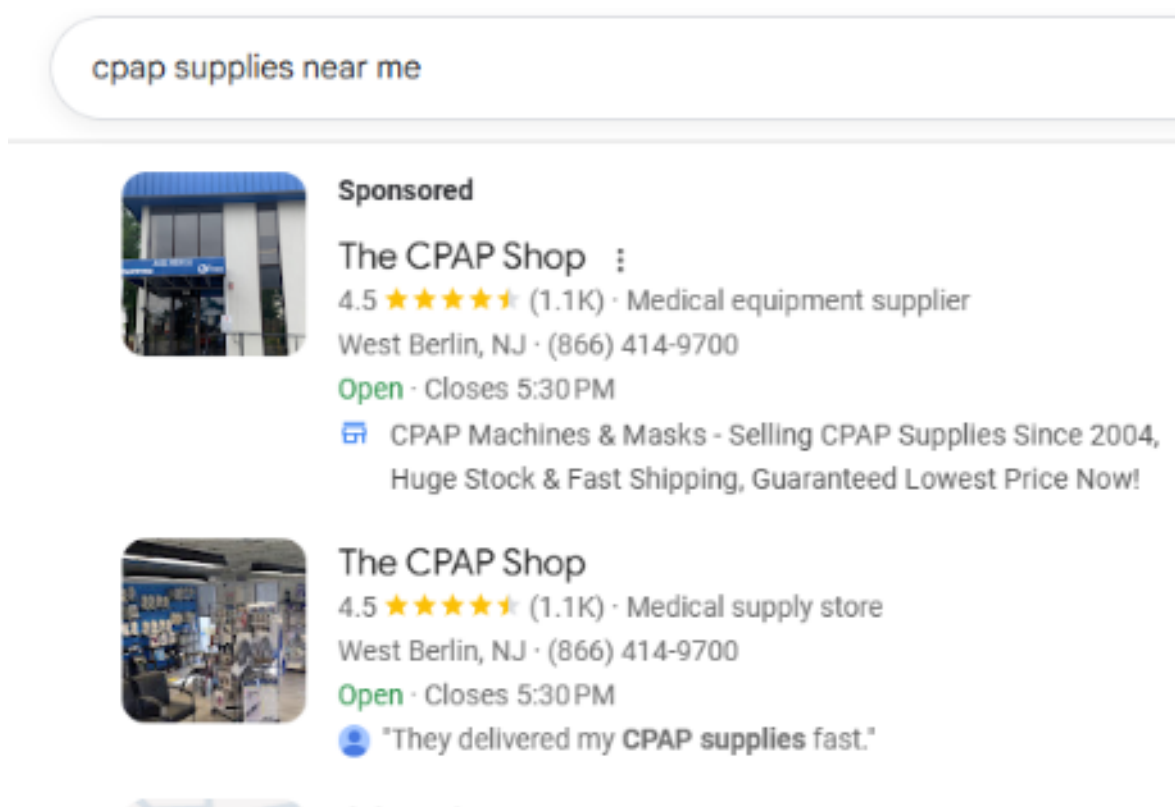
***Google Local PMAx Ads**

Google local ads (PMax) are used to extend your reach on google Search, Google Business and Google Display Networks to a larger local search area. This will allow your listing to show above other businesses even if they are geographically closer to the prospect.

We suggest you do a Limited PMAX campaign in the local region (Specific Towns Only) to generate inbound calls and emails related to people looking for CPAP Supplies. We will add call tracking and email tracking to your Website to measure every call or inbound email that came from the PMAX campaign.

This tactic will allow us to outrank all of your competition regionally

Example below:



Social Media

We will theme your social media sites out to have a similar look and feel to your Website and we will syndicate your blog system to Facebook to post automatically. Consistency of brand is crucial across all mediums.

***Other Image Ads (Paid Placements)**

Google image ads can be placed on major news and information sites and can be targeted as specific as a zip code. This means that we can advertise on major sites but only show your ads

to people in the immediate vicinity. We can also target the local Websites that your prospects are reading.

The sites below have been identified as top Web destinations for seniors. Seniors (Aged 55+) are the LARGEST users of CPAP Devices

<https://www.aarp.org/>
<https://www.rd.com/>
<https://www.prevention.com/>
<https://www.birdsandblooms.com/>
<https://www.golfdigest.com/>
<https://www.travelandleisure.com/>
<https://guideposts.org/>
<https://www.foxnews.com/>
<https://www.msnbc.com/>
<https://www.suddenlysenior.com/>

The above sites are just examples. We will only show your ads to people in specific areas. This gives the illusion that you are a major advertiser in that publication, when in reality those ads are only being shown inside targeted geographies of your choice.

The above sites are just examples. We will only show your ads to people in specific regions. This gives the illusion that you are a national advertiser when in reality those ads are only being shown inside targeted geographies in South Jersey.

***Google Remarketing**

Google Remarketing allows you to follow every visitor of your Website for 30 days. Remarketing lets you display 14 different banner ads to individuals who have visited your site in the last 30 days. These ads are shown across a number of popular sites like YouTube, CBS, and Accuweather. This will help to reinforce your brand and bring you highly qualified return Web traffic. This is the MOST COST EFFECTIVE form of Internet advertising available and will most likely use only \$40.00 of your adwords budget each month. This does require you to have a minimum of 150 visitors per month to run ads. This may be a reason you should run a limited PPC program first.



Itemized Pricing Schedule
for
CPAP America 2026

Website Design	\$ 4,200.00 (Itemized Below)
Custom Navigation Design	\$ 900.00
Code Into Wordpress & Make Design Responsive for Mobiles	\$ 600.00
Site Programming Sections, Subsections & Pages	\$ 1,500.00
WooCommerce Cart, Shipping Rules & Stripe.com Integration	\$ 1,200.00

Dedicated Website & Hosting	\$ 513.00/year
30 GB Hard Disc Storage	
2TB Monthly Transfer	
Rx Upload Plugin (Annual License \$49.00)	
Ultra-Fast SSD Drives & MySQL Databases	
Wordpress Optimized	
Wordpress Security and Plugins Updated Frequently by VisionLine	
24/7 Premium Security Monitoring and Real Time Threat Interception	
Access to Web Statistics Portal	
99.99% Guaranteed Uptime	

PROJECT TOTAL COST	\$4,713.00
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FUTURE Marketing & Advertising	\$450.00/month
MONTHLY SEO, PPC & REMARKETING PROGRAM	
**Setup and Regular Management of Targeted Adwords Campaign	
**Setup and Regular Management of Google My Business	
**Setup and Regular Management of Shopping Cart Items	
**Setup and Regular Management of Paid Placements Campaign & 14 Banners	
Social Integration With Website	
Regular SEO Landing Pages (1 per month)	
Regular SEO Blogs (1 per month)	
SEO and PPC Management	

**Customer will need to Directly fund a Google Adwords Account & LiveChat.com and Stripe.com

Terms

50% Down Payment Upon Signed Contract
50% Upon Going Live with Site

Payments Accepted in Check, Cash, or Credit Card

Deliverables and Ownership

As a final deliverable for this project, VisionLine will provide Boardwalk Peanuts with a fully operational Website and blog platform. VisionLine will retain ownership only of the methods used in the completed programming of the project, however Boardwalk Peanuts will retain full ownership and access to the completed Web Files, Code, Design Files, Server Management and Domain Names.