

Project Approval Certificate

APPROVED

May 17, 2026

Generated by the Vessto Client Portal after client signature approval.

Web Design ThreadWisely.com

Estimate Approval

Client: Jonathan Reynolds | Company: Thread Wisely

Project Snapshot

Estimated Price

\$1,500.00

Deadline

June 30, 2026

Revisions

5 included revisions

Estimated Time

60h 0m

Deposit Required

Flat deposit of \$500.00

Project Summary

The project involves the complete design and development of a modern, clean, and fully responsive website for Thread Wisely, a custom apparel printing company located in Florida, USA. The website will serve as a professional online presence focused on showcasing the company's services, custom apparel work, and portfolio while generating customer inquiries and quote requests.

The website structure will include key pages such as Home, About Us, Services, Portfolio, and Contact, along with essential legal pages including Privacy Policy and Terms & Conditions.

Special attention will be placed on the homepage, which will act as the primary marketing and conversion-focused page of the website. The homepage will clearly communicate the company's services, showcase featured apparel work, highlight printing and customization capabilities, and guide visitors toward contacting the business for orders or estimates.

Additionally, the website may include a product catalog system powered by the WooCommerce plugin operating in catalog mode. Products and apparel options will be displayed for informational and showcase purposes only, with pricing hidden and online checkout functionality disabled. This allows customers to browse available apparel styles, printing options, and customization examples without creating a full eCommerce experience.

The website will be built on WordPress, providing flexibility, scalability, and easy content management for future updates and growth. The project will also include responsive mobile optimization, contact forms, portfolio/gallery functionality, basic SEO setup, and performance optimization to ensure a professional and user-friendly experience across all devices.

The overall visual direction will focus on creating a clean, modern, and premium appearance that aligns with the Thread Wisely brand and effectively represents the company's custom apparel and printing services.

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Milestones

- Website Setup & Configuration
 - Branding & Visual Direction
 - Website Structure & Content Planning
 - Website Pages Design & Development
 - Product Catalog Setup
 - Features & Integrations
 - Testing & Optimization
 - Website Launch
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Approval Statement

I have reviewed the project scope, estimate, timeline, billing terms, deliverables, and revision policy shown in the client portal. I approve this project to move forward under those terms.

Electronic Signature



Signed by: Justin Reynolds

Date: May 17, 2026 4:55 pm

IP Address: 71.54.17.20

Project ID: 19917

Verification: 4570c8c3d3e98a44