



PROPOSAL

Two stores. One plan.

Fixes for naelinaturals.com, a real launch for inwardlywellness.com, and the content to feed them both.
Four options, one choice, start when you are ready.

Prepared for Elia Fox · August 2026

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The short version

NÄELI Naturals + INWARDLY, Hollywood FL

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Date	13 August 2026
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There are two stores on the table now. Inwardly is the new one, and it needs the most: the hero video is a 31.5 MB file in the wrong format, which is why it sometimes doesn't show up, the add to cart fires twice behind the scenes, five footer links lead to pages that do not exist, and the store is missing the pages that make a supplement brand credible, from shipping and returns to the FDA line most US competitors carry. The good news: the engine underneath is healthy. I measured it.

Naeli has the opposite problem. The store works, but its strongest asset is invisible: 368 reviews at 4.9 stars that Google never shows, because the data behind the product pages goes out without them. That fix, plus Search Console properly set up, is days of work with a visible result.

So here are four options, from the smallest fix to the whole thing done for you. Pick one: the last one has extras you can add or remove inside it, and nothing obliges you to take the rest.

THE ONE THING TO TAKE AWAY

Inwardly is one focused week away from being a store you can proudly send people to. Naeli already earned its stars, they just need to reach Google. Everything else is fuel on top.

OPTION 1 • FIX NAELI

"Put 368 reviews where buyers are actually looking."

Who it's for: you want the fastest visible win on the store that already sells

What it covers:

- Star ratings ready for Google
- Schema fed by your live reviews
- Rich Results test passed on record
- Search Console set up and sitemap in
- Legacy pages cleaned and redirected
- International market closed cleanly
- New https share image
- Short report in plain language

Investment:

Item	Cost
Review stars in Google search	\$390
Search Console setup and indexing check	\$200
Legacy page cleanup and redirects	\$300
International market closed cleanly	\$300
Best Practices fixes and new share image	\$200
Bundle discount	-\$500

INVESTMENT

~~\$1,390~~
\$890

Prices are net. No EU VAT applies to US business clients.

Delivery time: 5 to 7 working days from store access

The rating and the review count are read straight from your widget, never typed in by hand, so what Google reads always matches what a visitor sees on the page.

OPTION 2 • FIX INWARDLY

"The two bugs your customers actually hit, gone."

Who it's for: you only want the broken things fixed, fast

What it covers:

- Hero video converted properly
- Poster frame, no more black box
- Add to cart double fire fixed
- Tested on a real iPhone
- Five dead footer links sorted
- Favicon and store hygiene

Investment:

Item	Cost
Hero video: right format, right size, poster frame	\$200
Cart fix, tested on real devices	\$200
Dead links, favicon, hygiene pass	\$190

INVESTMENT

\$590

Prices are net. No EU VAT applies to US business clients.

Delivery time: 3 to 4 working days from store access

I already diagnosed both bugs from the outside: the video is a 31.5 MB QuickTime file served with no fallback image, and the cart posts twice on one tap. The backend is healthy, which is why this is a fix and not a rebuild.

OPTION 3 • FIX BOTH STORES

RECOMMENDED

"Everything broken on both stores, gone in one week."

Who it's for: you want both brands working properly before deciding anything bigger

What it covers:

- Everything in Fix Naeli
- Everything in Fix Inwardly
- Naeli stars ready for Google
- Inwardly video and cart fixed
- Search Console on both stores
- One report covering both

Investment:

Item	Cost
Fix Naeli, full option	\$890
Fix Inwardly, full option	\$590

INVESTMENT

\$1,480

Prices are net. No EU VAT applies to US business clients.

Delivery time: 5 to 7 working days from store access

This is the start I would pick if the stores were mine: every dollar goes to something you can see working, and it leaves every bigger decision for after you have judged the results.

OPTION 4 • EVERYTHING, DONE FOR YOU

"Both stores fixed, and Inwardly becomes a real store. You pick the extras."

Who it's for: you want it handled without thinking about it

The base, all included:

- Everything in option 3
- All five Inwardly pages, written
- FDA line and supplement facts
- SEO: titles, meta, product schema
- Design pass on every page
- Contrast and heading fixes
- Home polished, section by section
- One report, plain language

Add anytime:

- 12 AI photos of your products, \$390
- 5 AI videos ready to post, \$490
- Klaviyo email foundation: welcome, abandoned cart, popup, \$890
- Site care plan, both stores, \$490 per month
- 8 AI videos every month, \$1,190 per month

Investment:

Item	Cost
Fix both stores (option 3)	\$1,480
Five store pages, written and built	\$900
Product page compliance: FDA line, facts	\$400
SEO basics: titles, meta, schema	\$350
Design pass and accessibility fixes	\$790
Bundle discount	-\$1,020

INVESTMENT

~~\$3,920~~
\$2,900

Prices are net. No EU VAT applies to US business clients.

Delivery time: 2 to 3 weeks from store access

The extras are yours to add or remove on the proposal page, and the total follows your choice. Monthly extras start by invoice from the month after launch, month by month, stop any time.

WHERE I WOULD START

You do not have to take the biggest one. This is simply what I would do first if the stores were mine, based on what the two audits found.

When	What we do	Price
Now	Option 3: both stores fixed	\$1,480 one-off
Or, hands off	Option 4: everything done for you, from \$2,800 one-off	
From next month	8 AI videos a month feeding ads on social	\$199 per month
Later	Naeli theme refresh, Klaviyo flows, landing pages	

Monthly extras are billed month by month, with no long term commitment.

WHAT THIS WORK COSTS IN THE US

The prices on the left are published by US shops, not my estimates. The links are live, so you can check them yourself in a minute.

Work	US market	This proposal
Senior Shopify work, per hour	\$90 to \$125 boutique agency	\$85
One off fixes on the store	Theme edits from \$475	\$590 the Inwardly fix
Monthly care retainer	\$960 to \$1,280 for 8 hours	\$490 for 6 hours
Creator video, per video	\$150 to \$350 per video	\$390 with ad rights

Sources you can check (clickable):

- **Storetasker** Theme edits from \$475, site speed work from \$2,000
storetasker.com/pricing
- **Storetasker** Boutique agencies \$90 to \$125 an hour, premium agencies \$200+
resources.storetasker.com/blog/shopify-developer-rates
- **Shero Commerce** Shopify retainers at \$120 to \$160 an hour, 8 hours from \$960 a month
sherocommerce.com/blogs/insights/shopify-pricing
- **Conbersa** UGC creator rates 2026: \$150 to \$350 per video, intermediate tier
conbersa.ai/learn/ugc-creator-rates-2026

Where I sit

The lower price is not a lighter job. There is no office to carry, no account manager sitting between you and the person doing the work, and I use AI where it saves real hours instead of selling it as a feature.

Agencies with a full structure start at three figures an hour and five figures a project. That is the right call when you need twenty people on a build. For what your two stores need this year, most of that money would go into their structure rather than into the work.

GROWTH MENU

Site work

The bigger jobs, for when the traffic justifies them. Fixed prices, not starting points.

Service	Price
Refresh of the current Naeli theme, new home, cards with stars	\$2,900
Semi custom redesign, 6 to 8 templates	\$5,900
New store from scratch on a premium theme	\$3,400
Product page redesign	\$1,900
Speed and Core Web Vitals package	\$1,700
Custom theme section	\$450
App integration and setup	\$350

Email and conversion

The flow audit comes off the price of the setup if you decide to go ahead with it.

Service	Price
Email foundation: Klaviyo, welcome and abandoned cart, popup	\$890
Klaviyo flow audit and action plan	\$390
Six core flows set up, copy included	\$2,700
Single extra flow	\$450
Monthly email management, 4 to 6 campaigns	\$1,290 per month
Extra campaign, copy and design and build	\$290
Full CRO audit with a priority list	\$790
Landing page, copy and design and build	\$1,400

Photo, video and content

AI content is for volume and testing. Human creators are for the winners, and for the

pieces that need a real face.

Service	Price
AI photo pack, 12 product and lifestyle shots	\$390
Human creator video, 6 month ad rights included	\$390 each
Four human creator videos a month	\$1,390 per month
Twenty AI videos a month for ad testing	\$2,400 per month

Anything else

Anything not on this page: \$85 an hour, \$300 minimum, always quoted before I start. And one thing I am not selling you yet: a conversion retainer with A/B testing. A split test needs roughly 10,000 to 20,000 sessions a month before the result means anything. Ask me again when the traffic is there and I will build it.

QUESTIONS YOU WILL PROBABLY ASK

Why is option 4 cheaper than buying its pieces?

Because one block is cheaper to run than five. I brief once, design once, test once and push once, instead of reopening the store five times. The \$1,020 discount is that saving, passed on. The pieces stay at full price for anyone who prefers to choose.

Why do you cost less than the agencies here?

No office, no account manager, no layer between you and the person doing the work. I also use AI where it saves real hours, and I do not bill for the hours it saved. The price is lower because the structure behind it is lighter. The work is the same work.

Is the Inwardly cart bug serious?

The engine is fine: I tested the checkout machinery from the outside and it answers correctly in about a second. What is broken sits in the theme: one tap fires the add to cart twice, and a 31.5 MB homepage video eats the connection on phones, which is why everything feels slow. Both are bounded fixes, and they are exactly what options 2, 3 and 4 cover.

Will AI content look fake next to my brands?

The job of AI photos and videos is volume: hooks, formats and angles, in enough variations to actually learn something, at a speed a shoot cannot match. Your photography and your face

still carry the brand. When one hook wins, that is the one worth reshooting with a human creator, \$390 a video with six month ad rights included. Every file stays yours either way.

What do I pay for besides your invoice?

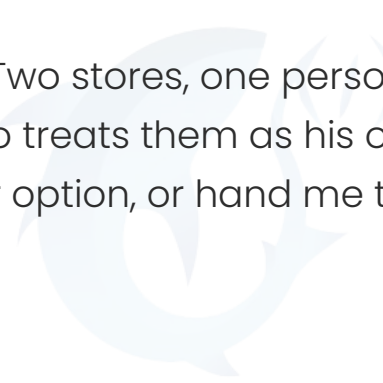
Your Shopify plans and the apps you already run. Those stay in your name and are billed to you directly. If we ever buy a premium theme, that is about \$300 once. Nothing else, and I never resell platform costs with a margin on top.

How does it work with you in Europe?

There are six hours between us, so my afternoon is your morning and we overlap every working day. You can pay by card in dollars or ask for the invoice, no EU VAT applies to a US company, and you can reach me on email or WhatsApp without going through anyone.

When will the Naeli stars show up in Google?

The work takes days. The stars appear when Google recrawls your product pages, usually a few weeks, and that part is not in my hands, so I will not promise you a date. What I can hand you the day I finish is the Rich Results test passing on your product pages, with the rating and the review count read straight from the widget.



“Two stores, one person
who treats them as his own.
Pick your option, or hand me the keys.”

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