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July 07, 2026

Client: M. Kameron Hawkins Foundation, Inc., Non-profit

**DESIGN PROJECT:**

Update for the MissingOutdoorsPersons.com Website Cost Analysis for Software

**PROJECT OVERVIEW:**

Go2JoJo.com proposes the design and development of a professional Missing Persons website using WordPress as the content management platform. WordPress provides the flexibility required to create a secure, searchable, expandable online database that can support missing-person profiles, community awareness, volunteer involvement, donations, and future growth.

Rather than building the website around traditional blog posts, this platform will

use a custom database structure. Each missing person will have an individual searchable profile containing structured information including photographs, personal details, last known location, case information, status updates, downloadable posters, and contact resources.

The goal is to create an easy-to-manage platform that helps families, organizations, volunteers, and the public share and access important missing-person information.

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#### RECOMMENDED WEBSITE FEATURES:

The Missing Persons platform will include:

- Missing Person Database
- Individual Missing Person Profile Pages
- Search by Name
- Search by State and City
- Search by Age
- Search by Gender
- Search by Date Missing
- Interactive Mapping System
- Case Status Management  
(Missing, Found Safe, Deceased, Active Investigation)
- Multiple Photo Galleries
- Missing Poster PDF Downloads
- Anonymous Tip Submission Forms
- News & Updates Section
- Volunteer Registration
- Donation Capability
- Social Media Sharing
- Email Alerts
- Mobile Responsive Design

#### WEBSITE DATABASE STRUCTURE:

Custom Post Type Development

Technology: Custom Post Type UI (user interface - the User Interface (UI) is the part of a website, app, or software that a person sees, clicks, taps, and interacts with. It includes the visual design and interactive elements that allow users to navigate and use the system.)

**Estimated Software Cost: FREE**

Custom sections may include:

- Missing Persons
- Found Persons
- Success Stories
- Volunteers
- News & Updates

This creates an organized database instead of standard website pages.

#### ADVANCED MISSING PERSON DATA FIELDS:

Technology:

Advanced Custom Fields (ACF Pro)

**Estimated Software Cost: \$49 – \$249/year**

Custom database fields may include:

- First Name
- Last Name
- Age
- Height
- Weight
- Hair Color
- Eye Color
- Date Missing
- Last Seen Location
- Last Known Address
- GPS Coordinates
- Reward Information
- Law Enforcement Contact
- Case Number
- Case Status
- Family Contact Information
- Multiple Photos
- Downloadable Missing Poster PDF

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#### **ADVANCED SEARCH SYSTEM:**

Recommended Technology:

Search & Filter Pro or FacetWP

**Estimated Software Cost: \$99 – \$249/year**

Visitors can search by:

- Name
- State
- City
- Age
- Gender
- Missing Date
- Case Status

Designed to handle large databases containing hundreds or thousands of records.

#### **INTERACTIVE MAP FEATURES:**

Recommended Technology:

MapSVG  
or  
WP Google Maps

**Estimated Software Cost: FREE – \$150/year**

Features include:

- Interactive United States map
- Search cases by location
- State-by-state browsing

- Location markers
- Missing person profile links

Example:

A visitor clicks Nevada → all Nevada missing-person cases appear.

#### **ANONYMOUS TIP SUBMISSION SYSTEM:**

Recommended Technology:

WPForms Pro  
or Gravity Forms

**Estimated Software Cost: \$49 – \$300/year**

Allows visitors to submit:

- Tips
- Photos
- Documents
- Contact Information (optional)

Forms can notify administrators automatically.

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#### DONATION PLATFORM:

Recommended Technology:

GiveWP

**Estimated Software Cost: FREE – \$349/year**

Supports:

- One-Time Donations
- Monthly Donations
- Donor Records
- Fundraising Campaigns

#### VOLUNTEER & MEMBER PORTAL:

Recommended Technology:

Ultimate Member  
or MemberPress

**Estimated Software Cost: FREE – \$300/year**

Possible features:

- Volunteer Accounts
- Investigator Access
- Family Member Resources
- Private Information Areas

#### SEO & SEARCH ENGINE OPTIMIZATION:

Recommended Technology:

Rank Math SEO

**Estimated Software Cost: FREE – Premium Available**

Includes:

- Google Optimization
- Schema Markup
- Open Graph Sharing
- XML Sitemap
- AI Search Optimization Preparation

#### WEBSITE PROTECTION & PERFORMANCE:

Included Technologies:

Wordfence Security  
UpdraftPlus Backups  
LiteSpeed Cache  
Antispam Bee  
Google Site Kit Analytics

**Estimated Software Cost: FREE – \$200/year**

Includes:

- Website firewall
- Malware monitoring
- Automatic backups
- Speed optimization
- Google Analytics
- Search Console tracking

#### ADDITIONAL WEBSITE FEATURES:

The website may include:

##### Recently Missing Widget

Displays newly added missing-person cases.

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#### **Missing Today Alerts**

Highlights urgent cases.

These themes provide speed, accessibility, mobile responsiveness, and compatibility with database features.

#### **Found Safe Section**

Shares successful outcomes.

#### **RECOMMENDED TECHNOLOGY PACKAGE:**

Recommended build includes:

#### **Search by State Directory**

Allows quick geographic searches.

- ✓ WordPress CMS
- ✓ Premium Theme Framework
- ✓ Advanced Custom Fields Pro
- ✓ Custom Post Types
- ✓ Advanced Search System
- ✓ Interactive Mapping
- ✓ Tip Submission Forms
- ✓ Donation System
- ✓ Volunteer Registration
- ✓ SEO Optimization
- ✓ Website Security
- ✓ Backup System
- ✓ Analytics Integration

#### **Emergency Information Area**

Displays:

“If you have immediate information regarding a missing person, contact 911 or the appropriate law enforcement agency.”

#### **Resource Links**

May include:

- National Center for Missing & Exploited Children
- FBI Resources
- Law Enforcement Resources
- State Missing Person Resources

#### **RECOMMENDED WORDPRESS THEME:**

Premium theme options:

- Astra Pro
- Kadence Pro
- GeneratePress Premium
- Blocksy Pro

**Estimated Cost: \$59 – \$199/year**

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**ESTIMATED DEVELOPMENT INVESTMENT:**

**Estimated Hours — Missing Persons WordPressPlatform**

<b>PROJECT PHASE</b>	<b>ESTIMATED HOURS</b>
Discovery, Planning & Site Architecture	10–20 hrs
UI/UX Design (layout, user flow, wireframes)	25–45 hrs
WordPress Setup & Configuration	8–15 hrs
Theme Customization (Astra/Kadence/etc.)	20–40 hrs
Page Design & Development	35–60 hrs
Mobile Responsive Optimization	10–20 hrs
Custom Post Type Development	15–30 hrs
Advanced Custom Fields Database Setup	25–50 hrs
Missing Person Profile Template Design	20–40 hrs
Advanced Search / Filtering Setup	20–45 hrs
Interactive Map Integration	15–35 hrs
Anonymous Tip Submission System	10–25 hrs
Volunteer Registration System	10–25 hrs
Donation System Integration	8–20 hrs
PDF Poster Download System	5–15 hrs
Photo Gallery Setup	5–15 hrs
Email Alert Configuration	8–20 hrs
CSV Import Configuration	20–50 hrs
API Preparation / Data Integration	30–80 hrs
Security Setup	5–10 hrs
Backup Configuration	3–8 hrs
SEO Setup (Rank Math, Schema, Sitemap)	15–35 hrs
Analytics Setup	3–8 hrs
Accessibility Review	10–20 hrs
Testing & Quality Assurance	25–50 hrs
Client Training Documentation	10–20 hrs
Launch & Troubleshooting	10–20 hrs

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**ESTIMATED TOTAL BUILD HOURS:**

**Phase 1 — Core Website**

Includes design, pages, missing-person database, search, forms, SEO basics.

Estimated Hours:  
175–300 hours

**Phase 2 — Advanced Database Features**

Includes maps, CSV imports, advanced filtering, workflows.

Estimated Hours:  
100–200 hours

**Phase 3 — Automation / API Growth**

(API = A bridge that lets different software systems exchange information.)

Includes external integrations, automated updates, advanced workflows.

Estimated Hours:  
75–150 hours

**Total Professional Project Estimate**

350–650 total hours

**PRICING BASED ON GO2JOJO.COM HOURLY RATES:**

Hourly Rate	350 Hours	650 Hours
<b>\$40/hr</b>	<b>\$14,000</b>	<b>\$26,000</b>

**ANNUAL SOFTWARE LICENSING ESTIMATE:**

**Estimated yearly software investment:  
\$500 – \$2,000/year**

Depending on selected premium plugins and services.

**MONTHLY MAINTENANCE OPTIONS:**

**Basic Website Care Plan: \$250/month**

Includes:

- Plugin Updates
- Security Monitoring
- Website Backups
- Performance Checks

**Professional Database Support Plan:  
\$750/month**

Includes:

- Database Maintenance
- Content Support
- Import Monitoring
- Search Optimization
- Website Improvements

**CONCLUSION:**

This Missing Persons website will be developed as a professional information platform capable of supporting long-term growth. By combining WordPress, custom databases, advanced search, mapping, security, and automation-ready technology, the organization will have a reliable system designed to manage and share important missing-person information efficiently.

The recommended approach allows the platform to begin with manual case management while providing the foundation for future CSV imports, API connections, and automated database updates.