

# Website Package #1: Budding Business

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Perfect for new and small businesses needing a simple - yet quality - online presence at an affordable cost.

You'll get a 1-3 page mobile friendly website providing potential clients and customers all they need to know about your business enabling them to get a feel of who you are, what you do and how to contact you. You provide us with the detail and we'll do the rest.

**Cost:** \$750 (*domain and hosting costs not included*)

**Timeframe:** 1 week

## The Detail

### What's included:

- 1-3 page website.
- 30-minute consultation.
- Website design brief questionnaire.
- Domain name set up and advice.
- A top quality mobile friendly website built on Squarespace.
- 1 purchased stock image with web licence.
- Social Media links (takes visitors to your social media pages – Facebook, Instagram, LinkedIn etc).
- 1 online form (e.g. Mailchimp sign-up form or Contact Us form).
- Google maps link.
- Blog.
- Domain name connection.
- SSL Certificate (creates a secure link between a website and a visitor's browser).
- Custom Favicon (branded icon which displays in the address bar of a visitor's browser).
- 20% off your first yearly hosting plan.
- Basic SEO.
- Proof reading and editing of your copy.
- Website testing.

### Add ons: (*priced at our standard hourly rate of \$75 – unless advised otherwise*)

- Stock images (\$1.00 - 100 per image – licenced for web use).
- Additional web pages (\$250 per page).
- Copywriting.
- Mailchimp set up.
- Social media set up, templates and advice.
- Letterhead and other document template design.
- Electronic email signatures.
- Ongoing maintenance.
- 30-minute training session on how to make your own changes to your website (in person or online).
- SEO (search engine optimisation) resources and advice on how to get your site ranking well on Google.
- Privacy Policy, Disclaimer and Terms of Service/Terms of Use.

### The process:

- We chat either online or in person in order for us to get an understanding of what you're wanting in a website, to answer any questions you may have, and to see if we're a good fit for your project.
- You will then be asked to complete a website design brief questionnaire which tells us more about your business and the detail of what needs to go on your website.
- You (again!) need to gather up all the images, logos and copy (text) you have and send it through to us.
- Now it's our turn! We start working on your website. It's important that we wait until we have all the information from you first in order to deliver your project on time.
- You check out the draft website and let us know if there are any changes to be made. We will then make those changes.
- Then it's time to go live!

### Doesn't include:

- E-commerce sites and membership sites.

# Website Package #2: Blossoming Business

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Our most popular package! Great for small businesses and consultants looking for a robust website in order to grow their online presence - and their business.

We'll source the photos, edit (or write) the copy, and optimise each page to help get you in Google's good books. Packages start at \$2,500 for a 10 page website with additional pages easily added.

**Cost:** \$2,500 (*domain and hosting costs not included*)

**Timeframe:** 2 weeks

## The Detail

### What's included:

- Up to 10-page website.
- 1 hour consultation.
- Website design brief questionnaire.
- Domain name set up and advice.
- A stunning mobile friendly website built on Squarespace.
- Up to 5 purchased stock image with web-use licence.
- 1 Mailchimp sign-up form (newsletter/email lists etc).
- 1 Contact Us email form.
- Up to 2 additional forms or sign-ups (questionnaires, new client in-take forms, freebies/opt-ins etc).
- Google Maps link.
- Blog.
- Social media links (takes visitors to your social media pages – Facebook, Instagram, LinkedIn etc).
- Domain name connection.
- SSL Certificate (creates a secure link between a website and a visitor's browser).
- Custom Favicon (branded icon which displays in the address bar of a visitor's browser).
- 20% of your first yearly hosting plan.
- 2 hours on SEO (Search Engine Optimisation: keywords, page descriptions).
- Proof-reading and editing of your copy.
- Website testing.
- SEO (search engine optimisation) resources and advice on how to get your site ranking well on Google.
- 30 minute training session on how to make your own future changes to your website (in person or online).

### Add ons: (*priced at our standard hourly rate of \$75 – unless advised otherwise*)

- Additional stock images (\$1.00 - 100 per image – licenced for web use).
- Additional web pages (\$250 per page).
- Mailchimp set up.
- Social media set up, templates and advice.
- Letterhead and template design.
- Ongoing website maintenance.
- Privacy Policy, Disclaimer and Terms of Service/Terms of Use.

### The process:

- We chat either online or in person in order for us to get an understanding of what you're wanting in a website, to answer any questions you may have, and to see if we're a good fit for your project.
- You will then be asked to complete a website design brief questionnaire which gives tells us a more about your business and the detail of what needs to go on your website.
- You (again!) need to gather up all the images, logos and copy (text) you have and send it through to us.
- Now it's our turn! We start working on your website. It's important that we wait until we have all the information from you first in order to deliver your project on time.
- You check out the draft website and let us know if there are any changes to be made. We will then make those changes.
- Then it's time to go live!

### Doesn't include:

- Ecommerce sites and membership sites.

# Payment Terms

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## Payment:

- 50% due after consultation and questionnaire. We'll send you an invoice.
- 50% prior to website going live. We'll send you an invoice.
- Monthly invoicing thereafter at our standard hourly rate (for future updates and add-ons).