

WORK WITH ME



Clever

**Little Schmidt**

Creative

Website pricing & process

# BUILD-YOUR-OWN WEBSITE PACKAGES

## THE BASE

START HERE!

- + Discovery **chat**
- + Briefing **questionnaire** & content workbook
- + **Dedicated client portal** so we can keep all the important info in one place.
- + **3-page Wordpress website** you can easily edit yourself, including home, contact and 1 page of your choice that work for your business (may I suggest an about or services page?)
- + **Responsive** mobile-friendly design that looks brilliant on all devices.
- + Get found on Google with **best practice basic SEO** including RankMath SEO plugin setup, Google Analytics setup and sitemap submission to Google Search Console.
- + Setup of **caching and optimisation plugins** to ensure your website is super speedy.
- + **All the boring (but important) stuff** that you need to build a fully functional website, including: 404 page, Privacy Policy and Terms & Conditions policy pages (standard Wordpress template content).
- + 2 x rounds of **revisions**
- + 30 minutes of **Website Handover Training**, as well as personalised 'how to' training videos.
- + **Website Owners Manual**, with all the important info you need.
- + **3x months of basic website care plan** including security, updates & backups for first 3 months, then from \$49/month.

**INVESTMENT: \$2,000**

## MAKE IT YOURS!

ONLY PAY FOR THE FEATURES YOU NEED.  
DON'T WORRY, I'LL HELP YOU WORK OUT WHAT IS ESSENTIAL, AND WHAT IS THE SPARKLE ON TOP!

### \$180 PER ITEM ↓

- + **Website legal documents**, including Website Terms & Conditions, Website Disclaimer, Website Privacy Policy. These are required, but you can supply these yourself, or you might already have them in place (no need to pay twice!)
- + Extra 2 hours of **1-1 website training/support** (3.5 hours in total).
- + **Coming Soon page**, so your site can be built or refreshed behind a fancy digital curtain with your branding and a message tailored to your audience.

### \$300 PER ITEM ↓

- + 1 year of **premium Website Hosting**, including SSL Certificate.
- + **Additional pages**, or page templates & tutorials on adding new pages.
- + MailerLite Setup with **Email Capture** throughout website. Other email marketing platforms by agreement only.
- + 10x premium, royalty-free **stock images** that align with your brand (these are not from the usual free stock image sites!)

### \$500 PER ITEM ↓

- + **Add a Blog** with 2x post templates, post archive page, homepage links. Share your knowledge, build trust with your audience and improve your Google rankings!
- + 20x premium, royalty-free **stock images** that align with your brand (these are not from the usual free stock image sites!)

### \$1500 PER ITEM ↓

- + **Fab Branding package**. Available at this price for web design clients only (normally \$2,000). Includes basic branding elements; logo, colour palette, typography and more.
- + **Basic ecommerce setup** (up to 10 products, additional products quoted separately).

### OPTIONAL EXTRAS, QUOTED SEPERATELY

- + **Professional SEO keyword-optimised copywriting**.
- + In-depth **SEO Research** & Content Strategy.
- + **e-Commerce** functionality.

HAVE IT YOUR WAY \*

# THIS IS HOW WE DO IT

## STEP-BY-STEP

### STAGE 1

#### Proposal

Giving you all the nitty gritty and inclusions for sign off. Make sure you include all the extras you want, as these prices are only applicable during the build stage. I charge a tiny bit more to add things on at a later date.

#### Lock it in

A 40% deposit is required before work can begin.

#### Brief me, babycakes!

This is a super important part of the process. Together, we will delve into what makes your business tick, what you need your website to actually DO for your biz.

#### Content Collection

Gathering content (including your copywriting and images) and creating a detailed project roadmap. Some of this will be supplied by you (with guidance if necessary), some of it will be provided by third parties (like a professional SEO copywriter), and some by me! Teamwork makes the dream work, yo!

### STAGE 2

#### Build me up, buttercup!

I will do some wireframes for the basic layout for you to sign off, then I'll get cracking on building your awesome site! We start with the homepage, then roll that out across the rest of the pages.

I will build on a staging site, or behind your fancy-pants coming soon page if you chose to add that on. If you already have a site up, it will stay there, chilling, until you're pressing GO on the new one and doing a happy dance!

#### Looking goooood!

Once you're loving the bajeesus out of your homepage and have signed it off, the second payment of 30% is required.

### STAGE 3

#### Refine, finesse, add jazz hands.

I'll get cracking on the rest of the pages, integrations and whatever else you have requested. I'll keep you in the loop along the way (you'll get 2x rounds of feedback)

#### Test me baby, one more time.

All that techy stuff like testing, debugging, speed enhancements and a Pre-Flight Checklist will be ticked off before (deep breath) pressing GO your rad new website!

### STAGE 4

Handing over the site, training you on how to use it, and making sure you are 100000% in love with it.

The final 30% payment is due at this stage, then I'll hand over the keys for you to take the wheel!

**Give yourself the highest of fives – it's time to celebrate!**

**Congratulations friend, you have just taken a big step in moving your business from fine, to fuck yeah!**

