



WEBDESIGN

WEBSITES WITH BEAUTY & BRAINS
TO ROCK YOUR SMALL BUSINESS WORLD

This document is just a short guide to the process I follow for the Website on a Budget package so that you know what to expect. Please don't hesitate to get in touch with me at any time if you have thoughts or questions.

I will be creating a board for you on Trello with instructions on how to use it. The board is a place to collect inspiration and will also have resources, links, optional exercises and a few easy action items to complete before I start the website.



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Included in this Package:

- 5 page website with optional blog, easy for you to update. Please note, complex coding customizations are available for an extra charge (rarely needed)
- Clean design, easy to navigate, with best practices woven into the site
- On-page Search Engine Optimization (to help you rank in Google)
- Functionality as needed, for example:
 - Online scheduling
 - Social media integration
 - Newsletter integration/Opt-in
 - Video & podcast integration
- Custom Trello board with resources, action items, and handy info to help you prepare, as well as the ability to upload existing content that you would like used, plus design preferences or websites you love the look of
- Two 30 minute “Lulu phone sessions” to use as/when desired
- In-person or Skype Creative & Content Strategy session (see info on page 3)
- Set-up of your own domain on SquareSpace
- Complete build out & testing of the website
- 50 minute SquareSpace training via screenshare or in person if you prefer



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Example Timeline

<u>Start</u>	<u>End</u>	<u>Description</u>
8/29/17	8/29/17	Lulu sends invoice for deposit to secure spot on schedule
9/5/17	9/5/17	Custom Trello board set-up and sent to Lovely Client
9/6/17	9/26/17	Lovely Client & Lulu post ideas or thoughts to the Trello board, perform action items, etc. Lulu performs keyword research.
9/27/17	9/27/17	Creative & Content Strategy Session - up to 3 hrs
9/27/17	9/29/17	Lulu designs and builds out the website and performs on-page SEO. Please be available during this time for quick chats or email exchanges.
10/2/17	10/2/17	Website review meeting (via screenshare or in person as desired), tweaks as needed, and SquareSpace training. Then... PUBLISH & CELEBRATE!



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Creative & Content Strategy Session Info

In this fun and productive session we'll dive deeply into your passion and the change you seek to make in the world. We'll also explore the psyche of your ideal client so that we can create the most emotionally connecting, effective, authentic content (text & images) for the website. We will work together to craft a meaningful Call-to-Action to entice subscription to your blog or newsletter. Time permitting, we will also discuss possible launch promotions to help build your audience and brand exposure in www-land.

The below agenda is flexible, depending on how much preparatory work we do ahead of time and what our needs are on the day of our meeting to facilitate the next step (design & build of site).

AGENDA:

1. The Change You Seek to Make (your vision & mission)
2. Who You Wish to Impact (an in-depth look into the psyche of your ideal client)
3. Your Brand – How to Shine
4. Website Goals & Must-Haves
5. Website Written Content
6. Website Images
7. Website Design (overall color scheme, images, fonts, preferences, layout)



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Website Design & Build

During the website design and build period, I am completely devoted to you and your project. I will take everything we came up with in the strategy session to craft your beautiful, fully optimized, website. This includes testing. Please be available via phone and email during this time in case I need to run a few things by you. I will send the website to you a day before our review meeting (see below).

Website Review & Publish

Either in person or via screen-sharing, we will review the website together and I will make tweaks, real-time, as desired until you are happy with the final product. Time-permitting, I will also show you how to make website updates (or we can schedule this for another day). If ready, we will publish the site and celebrate! If not quite ready, do not worry. You will be fully armed to make any final touches and I will be available to offer free support for a week after the review. Your happiness is paramount!

Payment Structure

- 30% of project total required to secure your spot on the schedule. Please note, this is non-refundable.
- 30% due on or before the Content Strategy Session
- Remaining balance due at the end of the project and to transfer ownership.

Please contact me anytime with questions!