SMPL Design Co.

Leavenworth, KS

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View our Website

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About Us

Thank you for your interest in working with me! I'm Olivia Riggs, website designer and founder of SMPL Design Co., based out of Leavenworth, KS. Web design is our passion and we want to help your business stand out with a well-designed website. We use Sitejet to build, host, and view site statistics. However, if you love your website and just need a few updates, we can help too!

SMPL Design Co. also offers digital marketing and digital management packages. Digital management can include website and/or social media management, as long as you have full access to your website builder and/or social media accounts. Professional experience in marketing comes through my time at a remote internship with Verasoni, a

marketing company, and my recently completed <u>Google Digital Marketing and E-Commerce Certificate</u>. Our marketing services can help your business run Search Engine Optimization, improve ROAS and ROI, and run successful email campaigns.

Get to know our process and pricing in this outline and reach out if you are interested in any services. A formal contract will be signed before any payment or work is completed.

We hope to hear from you soon!

Entire Website Design

<u>Design Process</u>

1. **Preparation**
   o CLIENT (You): Enter customer portal and upload wishes, brand colors and logos, inspiration, contact information, files and photos. Customer portal can be accessed at any point during website building process.
   o DESIGNER (SMPL Design Co.): Create 4 mobile and desktop mockups with a home page and random interior page.
2. **Creation**
   o YOU: Choose a direction to move in from mockups.
   o DESIGNER: Begin building based on mockup client choses.
3. **Audit**
   o DESIGNER: Check website for SEO best practices and ensure accessibility for screen readers.
4. **Feedback**
   o YOU: Mark parts of website for feedback and contact designer when feedback is complete. You will receive 3 rounds of revisions, if necessary. When the site is up to standards, contact Designer to move forward.

5. **Revision**
    - DESIGNER: Make appropriate changes to website. Send website back to client for feedback. When client contacts designer to move forward or after 3 rounds of revisions, publish site.
6. **Publish** – Site Becomes Live
7. **Change**
    - YOU: Contact designer for 1 round of post-publishing changes, if necessary.
8. Completed Website

Timeline Estimate

1. Preparation – 2 days
    a. Payment for Mockups and Half-Down deposit is required
2. Creation and Audit – 1-2 weeks
3. Feedback – 3 days
4. Revision – 2 days
5. Change – 2 days
    a. Final Payment is required
6. Final Product Delivered

Total estimated time to complete site – 3-4 work weeks

* This is an estimate, not a guarantee your site will be completed in this time. More advanced designs could take longer, but the average site should not take longer than 4 weeks in total. We work 8-5 Monday-Friday, but are happy to extend hours to fit your business and timeline needs.

Prices

Contact SMPL Design Co. for custom pricing. Every business has different needs and budgets, and we respect that. Talk to us to find what plan is best for your budget. Prices are subject to change with add-ons.

Description	Deposit?
Mockups	No
Hosting Fee (Paid Yearly or Monthly)	No
Domain Renewal (Paid Yearly)	No
Entire Site Redesign	50% upfront

Add-Ons

 + Copywriting

 + Extra Mockups

 + Logo Rebuild

 + Email Creation

 + Photography

 + Website Management

 + Social Media and Website Creatives Templates

Specific Terms

To keep website live after completion, Sitejet requires a hosting fee of $350/yr. A yearly domain renewal fee ($8.99 for .com) is also required. You will pay this fee through SMPL Design Co., since we will own the Sitejet account, but this is going towards the platform Sitejet, not towards your payments for design services.

Other Design Services

<u>Design Services</u>

The Simple Update, Single Page, and Multi-Page Redesign packages require you to be able to grant full access to your current website building platform (Wix, Squarespace, WordPress, Webflow, Shopify, Godaddy, etc.)

1. **Logo Design or Rebuild**
   o Every company needs a distinct and unique logo that represents their persona. Whether you are starting from scratch, are undergoing a redesign, or need more versions of your current logo, we can help.
2. **Simple Update**
   a. A spring cleaning every now and again is perfect for some websites. We can update photos, colors, fonts, and other small features.
3. **Single Page Redesign**
   a. Includes Simple Update package.
   b. This is for anyone who loves most of their website, but one page just doesn't cut it. We can redesign (or add) a page to better suit your website and your business.
4. **Multi-Page Redesign**
   a. Includes Simple Update package.
   b. We can redesign or add up to 3 pages for a website with 6 or more pages, or 2 pages for a website with less than 6 pages.
5. **Entire Website Redesign**
   a. We can rebuild your whole website on Sitejet, a collaborative and simple building and hosting platform.
   b. See Entire Website Redesign proposal for more details on this process.

Timeline Estimate for Website Design

1. Preparation – 2 days
   a. Payment for Mockups and Half-Down deposit is required
2. Creation and Audit – 1-2 weeks
3. Feedback – 3 days
4. Revision – 2 days
5. Change – 2 days
   a. Final Payment is required
6. Final Product Delivered

Total estimated time to complete update, single, or multi-page redesign – 2-3 weeks
Total estimated time to complete entire site redesign– 3-4 weeks

* This is an estimate, not a guarantee your site will be completed in this time. More advanced designs could take longer, but the average site should not take longer than 4 weeks in total. We work 8-5 Monday-Friday, but are happy to extend hours to fit your business and timeline needs.

Deliverables

1. **Logo Design or Rebuild**
   o Design: Along with your logo, we will provide large, small, and "tiny" files with varying colors and transparencies.
   o Rebuild: We take your current logo and made the additions you need; different sizes, color combinations, transparencies, word marks.
2. **Simple Update**
   o No mockups are necessary for this package.
   o Update: photos, colors, fonts, iconography, links, and other small features.
3. **Single Page Redesign**
   o Includes Simple Update package.

o   This is for anyone who loves most of their website, but one page just doesn't cut it. We can redesign (or add) a page to better suit your website and your business.

4. **Multi-Page Redesign**

   o   Includes Simple Update package.

   o   We can redesign or add up to 3 pages for a website with 6 or more pages, or 2 pages for a website with less than 6 pages.

5. **Entire Website Redesign**

   o   We can rebuild your whole website on Sitejet, a collaborative and simple building and hosting platform.

   o   See Entire Website Redesign proposal for more details on this process.

Prices

Contact SMPL Design Co. for custom pricing. Every business has different needs and budgets and we respect that. Talk to us to find what plan is best for your budget. Prices are subject to change.

Description	Deposit?
Logo Design	50% upfront
Logo Rebuild	50% upfront
Simple Update	50% upfront
Mockups	No
Single Page Redesign	50% upfront
Multi-Page Redesign	50% upfront
Entire Website Redesign	50% upfront

Add-Ons

+ Copywriting

+ Extra Mockups

+ Icon Design

+ Photography

+ Website Management

+ Social Media and Website Creatives Templates

+ Marketing Campaigns

Digital Marketing Services

Marketing Options

See below "My Websites" section for deliverables for each package

1. **Templates, Calendars, and Brand Identity**
   a. Creatives for ads are often one of the most difficult parts of marketing. We can create editable templates on accessible software that reflect your company voice and have your branding, and you can post these on your own time.
   b. Consistency is key in marketing (especially social media). We can make a detailed calendar with concepts, copy, keywords, captions, and a detailed timeline to help get this process started.
   c. It can be hard to know who to market to and how to speak to them. We can research your target audience and help you find a brand voice with examples for each content bucket.
2. **Website Optimization**
   a. Search Engine Optimization (SEO) relies on a multitude of factors to help your website appear on top of search engine result pages. You don't always need to purchase ads to get noticed; sometimes, edits made to your website can help.
3. **Digital Marketing Campaign**
   a. This is a great next step if you feel your website is optimized.
   b. Includes creating display ads for 3rd party sites.

4. **Social Media Marketing – starts at 2 months**

    a. Social media is often under-utilized. It's a great way to grow your audience and keep your brand on the mind of the consumers.

5. **Email Campaigns**

    a. Newsletters, retention emails, or special coupons can grow customer loyalty.

Starting Deliverables

Depends on package you choose. Anything that will bring the starting price up is marked in *italics.*

1. **Templates, Calendars, and Brand Identity**
    o <u>5 Ad Creatives</u>: for your website, paid marketing, social media.
        i. Different templates that you can edit for each channel.
    o <u>2-Month Marketing calendar</u>: Social media, paid ads.
        i. Channel, concepts, copy, captions, keywords, time and date to publish, assets, other notes.
    o <u>1 Page Brand Identity</u>: for your reference.
        i. Target audience, media channels, content bucket categories, examples of voice and tone, keywords.
        ii. Layouts, colors, font and font sizing, *logo rebuild*.

2. **Website Optimization ***
    * WE need to be able to access your website builder in order to perform optimization
    o Keyword research, accessibility audits, meta data updates, page speed insights, photo resizing.
    o We can show you the tools we use to help you in the future, if desired.

3. **Digital Marketing Campaign**
    o Using the Google Marketing Suite, we can set up *and/or run* a marketing campaign for you. This will be a paid ad campaign and require expenses beyond my payment.

4. **Social Media Marketing – starts at 2 months**

o   Social media calendar, unique creatives fit to your brand voice, target audience research, channel optimization, creation of posts.

o   Starts as a 2-month long campaign. From there, you can extend our services through the Social Media Management package or move forward on your own.

5. **Email Campaigns**

o   <u>Templates</u>: Newsletters, retention emails, special discounts or coupons

o   <u>Campaign Management</u>: Using a site like Mailchimp, we can start email campaigns for you to continue, or you can keep using our services to run the campaign.

<u>Prices</u>

Contact SMPL Design Co. for custom pricing. Every business has different needs and budgets and we respect that. Talk to us to find what plan is best for your budget. Prices are subject to change.

Description	Deposit?
Templates	50% upfront
Calendar	50% upfront
Brand Identity	50% upfront
Digital Marketing Campaign	50% upfront
Social Media Marketing	50% upfront
Email Campaign Templates	50% upfront
Email Campaign Management	50% upfront

Add-Ons

+ Running email or marketing campaigns

+ Lengthening initial 2-month social media management

+ Logo Rebuild

+ Photography

+ Website Management

+ Video Editing

Website/Social Media Management Services

Management Options

Management, versus marketing, is a longer, sustained effort. Management requires slightly more work on your part, as you send SMPL Design Co. the information that needs changed or updated, when it needs changed or updated.

1. **Website Management**
    b. Keeping your website up to date is crucial in this digital world. This is great for companies who run seasonal promotions, specials, and sales.
2. **Social Media Management**
    a. Management and Marketing are almost synonymous in social media, but not quite. Management involves more community engagement and runs your media more like an individual, rather than a business.
    b. Social Media Management package includes the social media marketing package, but is a longer campaign

Deliverables

1. **Website Management**
    o Updating: blogs, links, emails and phone numbers, team members, menu or product additions, price changes, or deletions.
2. **Social Media Management**
    o Includes everything in the Social Media Marketing package

o   Additions - Updating/creating: social media page information, content that reflects community engagement and promotes products or services, social engagement through commenting, shares, etc.

For your reference:

3. **Social Media Marketing – starts at 2 months**

   o   Social media calendar, unique creatives fit to your brand voice, target audience research, channel optimization, creation of posts.

   o   Starts as a 2-month long campaign. From there, you can extend services through the Social Media Management package or move forward on your own.

Prices

Contact SMPL Design Co. for custom pricing. Every business has different needs and budgets and we respect that. Talk to us to find what plan is best for your budget. Prices are subject to change.

Description	Deposit?
Website Management	No – charged as a monthly fee
Social Media Management	No – charged as a monthly fee
Social Media Marketing	50% upfront

Add-Ons

+ Copywriting

+ Photography

+ Social Media and Website Creatives Templates

<u>Specific Terms</u>

Monthly fees will be charged at the beginning of the month. Your fee will be prorated if you book services after the beginning of the month.
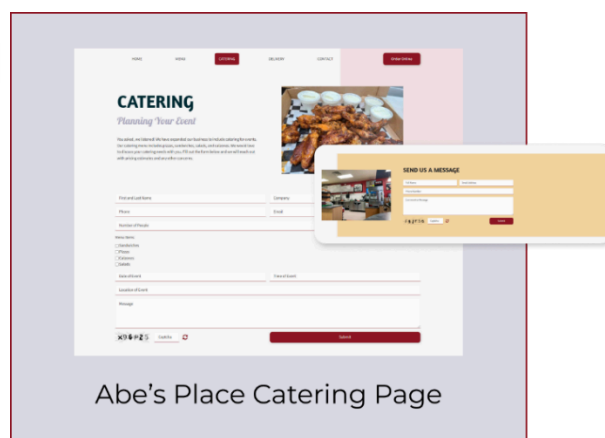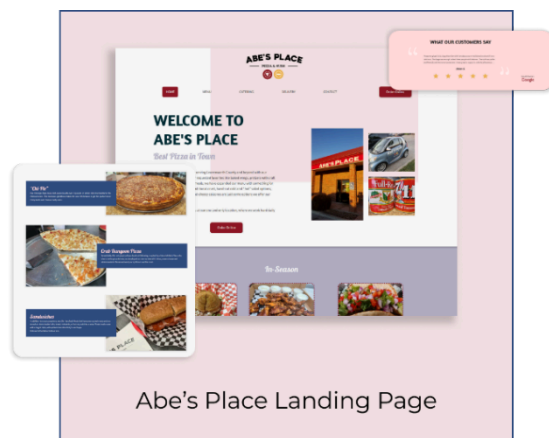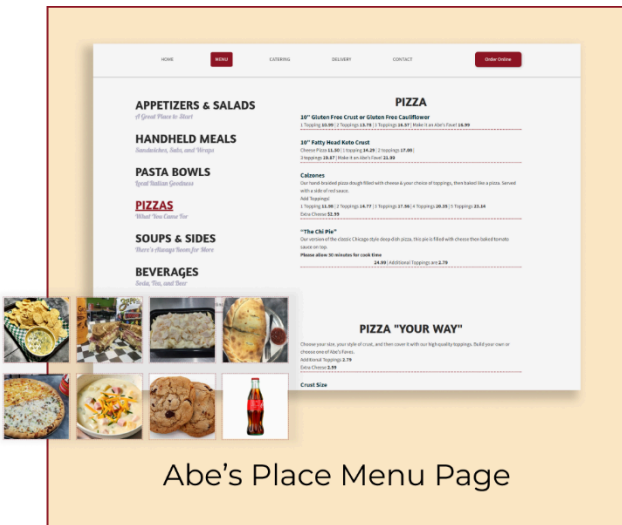
General Terms

After viewing work and receiving mockups, if you decide to work with SMPL Design Co., you will be charged 50% up front and 50% before we deliver your final products (unless noted otherwise).

SMPL Design Co. will own the visual design until receiving final payment and client using the design without payment will result in legal actions. Copyright is transferred upon final payment. We reserve the right to include the SMPL Design Co. logo on certain products and the right to keep uneditable, static examples of our work to show future clients.
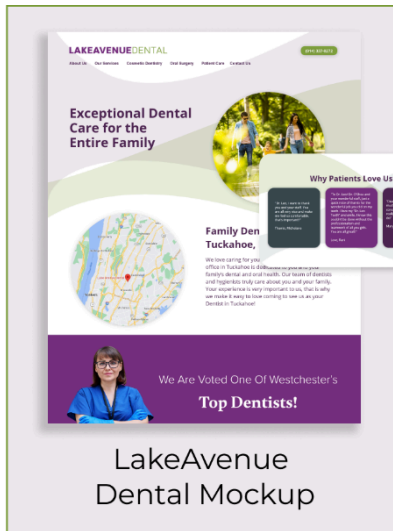
Work Examples

View my website

Abe's Place Landing Page

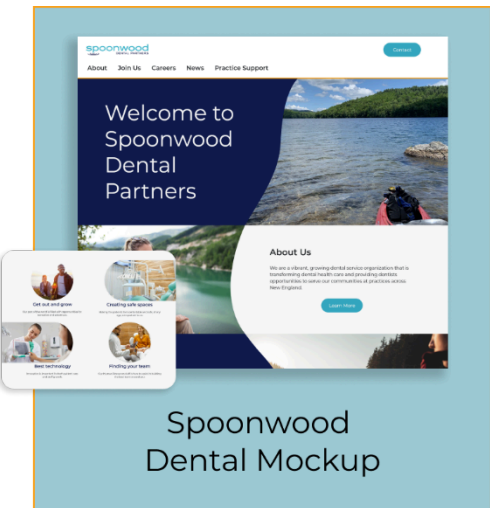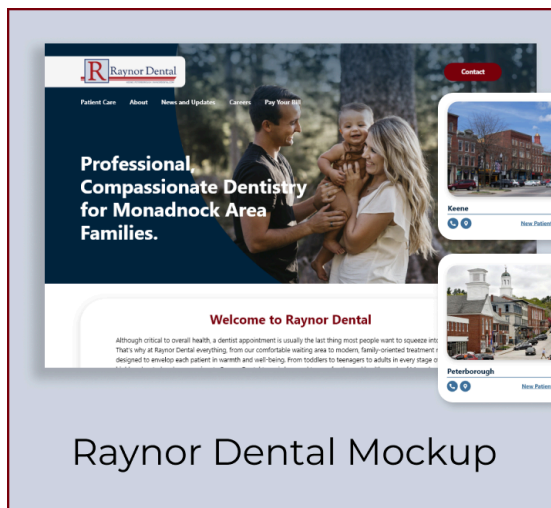Abe's Place Catering Page

Abe's Place Menu Page

LakeAvenue
Dental Mockup

Spoonwood
Dental Mockup

Raynor Dental Mockup

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