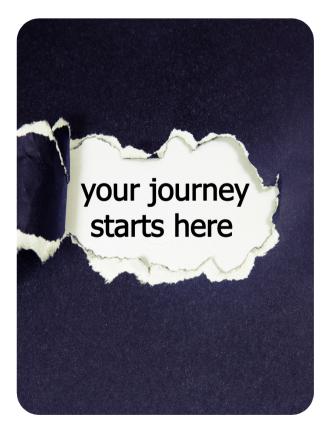# Digital Glory
Custom Web Design

Welcome Packet for Prospective Bespoke Design Clients

hey friend,

I AM SO EXCITED YOU ARE HERE!

I hope that you are too! I'm so glad you've found me and took the time to reach out about the potential of working together on a custom website.

I have been designing websites for 15 years for all types of clients, but one thing that they all seem to have in common is that they make an impact. They make an impact on the world, on society, on their communities or in their industries. They are gamechangers. Status-quo shaker-uppers. And their goal is to make a positive difference in their spheres. If this sounds like you, well hot damn! We are off to a good start!

Glory Thorpe

what to expect

here's how it will go...

From the moment we decide to move forward throughout our adventure together, I will work alongside you to ensure your business needs are met and your expectations are exceeded. It's just as important for me that you have a stress-free experience so we can both feel accomplished and at ease throughout our time together.

Before you even hire me as your web designer, we schedule a discovery call where we will layout the steps included in your custom experience and I get to know you and your business. Your strengths and weaknesses, your products or services, your goals and dreams, your ... big picture. And I start figuring out a plan of action for creating the most functional and beautiful online experience for your clients that you can have. Then I will send you a detailed proposal outlining what I will create, why, our milestone timeline, as well as pricing. Then, once you have a clear idea of what I'm bringing to the table, you hire me!

THE ULTIMATE EXPERIENCE

Most of my clients keep me on long after the intial web design is complete for maintenance and updates, and often for other design projects like advertising and marketing materials, proposals, pitch decks... you name it, I help my clients achieve their business goals even after the website is doing it's job.

peek at the process

01.

Once you've read through this welcome packet and are like "I want you!", schedule your consultation chat with me so we can make sure we are on the same page and I am the best option for the project you have planned.

02.

If after the chat we both feel this is a great fit, I will review your budget, goals, and big vision we discussed on the call and I will curate a customized proposal for you and your business. If it all hits the mark, I'll send you a contract so you can pay your initial installment, see all of the terms clearly outlined, and sign the contract to make it official.

03.

You will receive a customized timeline that highlights important milestones for our project. You will be able to review the dates and let me know of any conflicts so we can adjust as needed to make sure the project stays on track. You'll also receive the first steps of your homework requirements. Homework includes things like text that must be included, gathering images you will want to use, etc. But don't worry - you're not being graded and I will be here to help all along the way. Not sure where to find images - no problem. I'll help. Don't know where to start when it comes to writing copy? No problem - I've got you covered.

04.

I design in a live environment, meaning you will see progress as it happens, so you will be able to see your website start to take shape from the very beginning. This allows us to make edits in real time, which in my experience cuts down on any misunderstandings and allows me to fully grasp your vision as I work. During this time be sure to be thorough with reviewing/proofing what you see and be upfront about any changes you might want to see made. We will work through your project one step at a time so you will never get to the end and feel "oh my - I have made one big mistake." Each step builds upon the one before so we end up with exactly what you want.

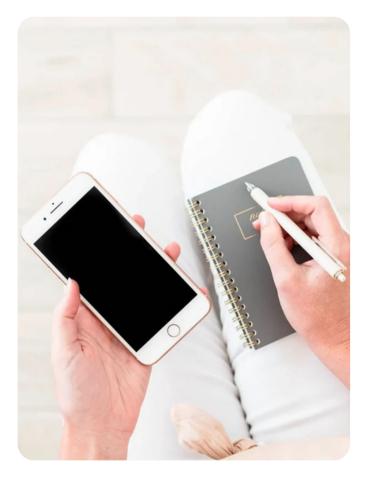## 05.

After we have launched your project, popped the champagne, and celebrated your exciting new website - the party continues! If anything comes up, don't worry! I provide you 30 days of support after we have completed our project together. For post launch maintenance and updates outside of you first 30 days, I offer several maintenence and hourly retainer packages.

communication

Once you've booked and are an official client - hooray! I will get started (usually on the homepage) and once that rough concept is laid out, I'll send you a link to a web design mark-up platform I use so we can communicate with visual indicators as a page is developed. I can give you specific notes regarding what images need to be attained, what copy needs to be aquired, different layout options you may need to approve, etc. And you can make notes for me as well. It's much easier for us both to refer back to one space to find what we need than having to search through 100s of email threads.

In addition to the mark up tool, I will also send a link to project management software that will set our timeline and milestones to make sure we stay on track.

OFFICE HOURS & COMMUNICATION TURN- AROUND

I value transparency with my clients so I want to provide you just that. Below you will find my communication policies and a general guide of my office hours. If you send me an email, you can expect to hear back from me within **48 business hours**, which means if you email me on a Friday you can expect to hear from me by close of business on Monday. I usually reply much faster than that, but please keep that in mind if you don't hear from me right away I am not ignoring you.

My work hours: MONDAY - FRIDAY, 9am - 5pm
Phone hours: MONDAY - FRIDAY, 9am - 1pm
* (emergencies arise - as long as I can get to a computer, I am always available in an emergency situation. Doesn't happen often, but it has happened. Just know I will be there.)

services and offerings

Services Overview

01. Platinum

The Platinum package is basically a business in a proverbial box. It includes a new or revamped visual identity and brand persona with style guide, a custom ecommerce website, social media branding, and marketing collateral.

02. Gold

The Gold package includes a logo redesign and use guide, an ecommerce website, and social media branding.

03. Palladium

The Palladium package includes a custom website and social media branding.

04. Rapid Website

The Website in a Week is a rapid deployment templated website customized for your brand, designed and delivered in about a week.

05. Custom Package

Sometimes a package deal doesn't fit your specific needs. Maybe you need just a landing page for a new product launch, or just a new brand identity, or maybe you have a large product collection and need pricing for a shop overhaul. I will develop a Custom Package to suit your specific needs and requirements.

take a deeper look

Take a closer look at my what packages include

01. Platinum

A bespoke business package fully tailored to your unique needs and requirements.

THIS PACKAGE INCLUDES:

- Brand and identity & web design consultations
- Logo and submark design
- Full PDF style guide for your new brand identity
- Branded social media profile and cover graphics
- Custom 10 page ecommerce website with upto 20 products (more products can be added)
- Contact and sign-up/newsletter integration
- Social media marketing collateral (single ad campaign with a custom website landing page)

TYPICAL TIMELINE: 8-14 weeks
PRICING: starts at $6800

Additional functionality that can be included: reservations or booking (for services or restaurants/hotels, etc.), searchable resources section, customized searchable blog, events calendar, portfolio, menu ordering, subscriptions, filterable gallery, and more! This is a highly customized service, and as such, pricing depends on a number of factors. You will receive a complete proposal outlining specifically what will be included and what will be accomplished as well as costs associated. This requires a phone consultation prior to proposal creation.

02. Gold

A highly customized business package geared toward existing brands who want to revamp and/or extend their current online presence.

THIS PACKAGE INCLUDES:

- Logo & web design consultations
- Logo and submark redesign
- Full PDF use guide for your new logo
- Branded social media profile and cover graphics
- Custom 10 page ecommerce website with up to 15 products (more products can be added)
- Contact and sign-up/newsletter integration

TYPICAL TIMELINE: 8-10 weeks
PRICING: starts at $5200

Additional functionality that can be included: reservations or booking (for services or restaurants/hotels, etc.), searchable resources section, customized searchable blog, events calendar, portfolio, menu ordering, subscriptions, and more! This is a highly customized service, and as such, pricing depends on a number of factors. You will receive a complete proposal outlining specifically what will be included and what will be accomplished as well as costs associated. This requires a phone consultation prior to proposal creation.

03. Palladium

This package is geared toward offline businesses and organizations that don't have a need for ecommerce, but still need a banging online presence.

THIS PACKAGE INCLUDES:

- Branded social media profile and cover graphics
- Customized 10 website with up to 10 pages
- Contact and sign-up/newsletter integration

TYPICAL TIMELINE: 6-8 weeks
PRICING: starts at $4200

Additional functionality that can be included: reservations or booking (for services or restaurants/hotels, etc.), searchable resources section, customized searchable blog, events calendar, portfolio, menu ordering, subscriptions, and more! This is customized service and each website is unique. As such, pricing depends on a number of factors. You will receive a complete proposal outlining specifically what will be included and what will be accomplished as well as costs associated. This requires a phone consultation prior to proposal creation.

04. Rapid Deployment Website

For the business that wants an affordable and fast website. It starts with a layout template (I've got over 300 website layout packs, so this isn't a one-and-done, every site is the same kind of deal) and from that I develop a customized website designed to suit your unique brand and needs.

THIS PACKAGE INCLUDES:

- Customized 7 page website, (typically includes: home, about, services, pricing, contact, privacy policy & terms)
- Premium features include cookie and ADA compliance, on-page SEO, image optimization and lazy load, google analytics, and schema.
- Contact and sign-up/newsletter integration

TIMELINE: 1 week for deliverables
PRICING: $2499

That's right – give me 7 days and I will give you a website that will get your business buzzing. My streamlined process sets us up for lightning fast turnaround for your site. And it includes lots of extras you won't find elsewhere. We can upgrade functionality as necessary - say you have a few items you'd like to sell, or would like to add a service booking functionality - you got it! We will discuss impacts on timeline and cost during our consultation.

05. Custom Package

Lets create a proposal to suit your specific needs! From Big projects, to small, I can help you get to the next level with your online presence. Let's discuss you needs, your timeframe & your budget and I'll create a custom proposal. This service requires a phone consultation prior to booking.

**Ultimately, every client and every project is unique, so these packages are set up to give you, my potential client, an idea of cost and what kind of bang you get for your buck. Every project receives a thorough proposal and pricing estimate based on your unique needs.

frequently asked questions

Below is a list of the questions I frequently get from potential clients. Take a look and if there is anything else you might be wondering please just reach out.

I have some specific ideas about what I'd like included. Can you accomodate my vision?

Absolutey! I love bringing the vision my clients have to reality. If you see something on a website you love, and want to have something similar incorporated in yours, or even if you have an amazing design idea in your head and haven't even seen it used before, I am up to the challenge.

How will I be sure I will like the design?

I have been designing for a long time, and because of that experience, I have become really good at grasping a vision. During our discovery call, I will get a good sense of your style, your vision, and your functional needs. Often I'll have you send me branding materials (if you already have them), inspiration websites or photos, etc. Once we get started on your design, I build on a live server so you will be able to see progress in real-time and we can make adjustments as we move along, so you are always happy with the results.

Can I edit my site after the fact?

Yes! The divi platform (what I use to build your Wordpress website) is incredibly robust, but also user friendly enough to allow you to easily make text edits, or image edits on your own. I provide you with training materials once your site is complete so you can make changes if you wish. And if you don't feel comfortable jumping in yourself, you can always hire me hourly for any changes or updates that need to be made after the website is complete.

I want to add some additional bells and whistles after I signed the contract. Can I?

Of course! However, depending on the nature of the changes, there may be an additional cost and these changes may affect our timeline. I am always happy to discuss your options and ways we can keep costs under control if you have a fixed budget so we can give you the website you love, with all the bells and whistles.

let's work together

I AM READY TO CHAT!

I appreciate you taking the time to get to know me and my custom web design process. I am excited about the prospect of working with you! As always, if you have any questions along the way, I'm happy to answer them by email, phone call, or whatever is most convenient for you.

it's time to book your consultation

Click the icon to access my booking calendar

Go ahead and grab a spot on my calendar and book your free consultation call. There is nothing more important than making sure we are a good fit and will make a great team. If you can't find a time that works for you be sure to reach out so we can try to set something up outside of my calendar hours.

Not quite sure if you are ready to book a call? Just send an email to hi@digital-glory.com to get the conversation started and ask any questions you might have.

digital glory