

- Website Design: WordPress/Divi
 - Research into target audience to create a website specifically for the client
 - Any plugins requested or recognized as necessary (through communication with the client) are not included.
 - Monthly hosting setup help if necessary
 - Mobile-Optimized
 - 3 Website themes for consideration at beginning of the project.
 - Placeholder images or pictures provided by the client will be used.
 - 1 theme chosen/constructed
 - UX design to help with user flow
 - Optimized design for multiple devices
 - Adding in any additional content from the client
 - 3 full rounds of changes
 - Full ownership of design after build.
 - Free 1 hr training on how to update and manage the website after build.

ONE TIME COST: \$3000 WITH NO CONTINUED COST PAID TO CC

WEBSITE DESIGN - WEBSITE REFRESH WHEN FULL REDESIGN ISN'T NEEDED

- Website Design- WordPress and Divi to give more customization
 - If the website itself isn't poorly designed but it does need to be revamped as a marketing click funnel to improve ROI we will refresh the look and feel of the site without changing the theme or overall style. This means a full new site isn't required just fixing up the current site to make it effective.
 - no cost 1 hr training on how to update and manage the site after completion.

ONE TIME COST: \$1500 WITH NO CONTINUED COST PAID TO CC

*Website Maintenance not required for web design





GRAPHIC DESIGN SERVICE - LOGOS, RACK CARDS, BUSINESS CARDS, ETC.

Creation Process Includes:

- Research and Draft creation page within Creative Consulting
- Delivery of first set of logo roughs
- Time for review and feedback of logo roughs (virtual meeting is optional to review together)
- Adjustments to logo roughs and creation of any new directions discussed
- Delivery of second set of logo roughs
- Time for review and feedback of designs (virtual meeting is optional)
- Refinement of logo roughs and set direction of design with typographic and color exploration
- Delivery of refined designs
- Time for review and feedback of refined designs (virtual meeting is optional)
- Selection of defined direction for the design, with variations/adjustments as needed
- Time for review and feedback of final design
- Three rounds of changes
- A phone call, an email, or a virtual or in-person meeting individually counts as one.

PRICES RANGE DEPENDING ON PROJECT BUT AS AN EXAMPLE A NEW LOGO AND BUSINESS CARDS WOULD COST \$400



SEARCH ENGINE OPTIMIZATION PLAN:

- Two blog a month (size based on requirements from google).
- 1 - 2 Google Adwords Campaign (Paid ads to be discussed at the monthly meeting)
- 1 Targeted Geo
- Weekly updates to your website to maintain SEO trends
- Monthly meetings to review data and structure
- Keywords, Meta Data, Schema Code, and any needed Google Coded Attributes all implemented and maintained/updated multiple times a week
- Weekly work on regular management services such as Search Query Analysis, Website Funnel Tracking, site speed optimization, Backlink Analysis, Broken Link Updates, any Website Change Recommendations, and Conversion Tracking.
- Continuous research on the above-mentioned methods and any new trends to maintain and improve overall results
- Google Analytics tracking and maintenance (Traffic tracking, Spam - Filter Maintenance, and Visual Data reviewed)
- Review Service and NAP consistency checks

TOTAL MONTHLY COST: \$1000 + AD BUDGET

BLOG CONTENT ONLY: 2 BLOGS RECOMMENDED AT THIS TIME

One of the three most important things when it comes to SEO is adding new content to the site. In the event that the client can not pay the full \$1000 per month to get full SEO the next best recommendation is 2 blogs per month.

TOTAL MONTHLY COST: \$300

*SEO package includes web maintenance





SOCIAL MEDIA LIGHT

- Management of up to 3 social media profiles for your business
- 2 - 3 Original content written, designed, and scheduled a week in advance
- Management of messaging and replying to comments, reviews, and general messages
- 1 - 2 FB & Insta Stories per week
- Full ownership of any infographics created for posting would belong to you
- Facebook/Instagram/Linkedin Advertising Campaigns, the budget is TBD and discussed at each monthly meeting
- Consistent upkeep of social media profiles and information as needed
- Full Marketing Strategy for six months including all other forms of advertising as well as monthly meetings and analytics research and implementation for the full company.

TOTAL MONTHLY COST: \$600

SOCIAL MEDIA FULL

- Management of up to 3 social media profiles for your business
- Original content written, designed, and scheduled a week in advance (post amount based on requirements of the current time, industry, and social media meta expectations. Currently it is 6 - 7 per week)
- Management of messaging and replying to comments, reviews, and general messages
- 1 - 2 FB & Insta Stories per week
- Full ownership of any infographics created for posting would belong to you
- Facebook/Instagram/Linkedin Advertising Campaigns, the budget is TBD and discussed at each monthly meeting
- Consistent upkeep of social media profiles and information as needed
- Weekly emails with prepped posts
- Full Marketing Strategy for six months including all other forms of advertising as well as monthly meetings and analytics research and implementation for the full company.

TOTAL MONTHLY COST: \$1000





MARKETING STRAGITY:

- narrowing down and creation of target audience including General Audience, Expanded Audience, Customer Section, and Perfect Client
- Branding recommendations and suggestions for logo and business card.
- Creation of a Market Network Profile to help with all exposure marketing campaigns
- Creating a six-month marketing strategy building it down to a daily action plan

TOTAL MONTHLY COST: \$250 OR NO COST WHEN WITH OTHER MONTHLY SERVICES

WEBSITE MAINTENANCE

- Website maintenance will be conducted by Creative Consulting and charged on a monthly basis
- This includes any basic changes to content like copy and images to keep the website up-to-date up to 10 hours per month.
- Any other changes after will have a cost of \$85/hour. This does not include any design variations or creation on the part of Creative Consulting. If any design changes are requested, a price will be quoted for the project.

TOTAL MONTHLY COST: \$250

*Website Maintenance not required for web design

