

CHRIS P. DESIGN

2017 WordPress Packages

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CHRIS P. DESIGN

WordPress Packages

Elite

TOTAL COST
\$4,000

STEP ONE

Strategy

- Coffee Date: 30-minute Phone or Skype Meeting to kick off project
- Web Planning Form/Questionnaire

STEP TWO

Visual Identity

- Logo Development:
Primary Logo, Secondary/Alternate Logo, Sub Marks
1 Initial Concept, 2 Full Rounds of Revisions
- Brand Style Guide
- Final Files/Deliverables: ai, eps, jpg, pdf, png
- Color Codes

STEP THREE

Website Design

- Home Page
- Individual Post Page
- Archive/Search Template
- Up to 5 Relevant, Additional Templates (About, Contact, etc)
- Web + Mobile Responsive
- Social Media Integration
- 1 Initial Design, 2 Full Rounds of Revisions
- Standard Plugins – Installed and Configured
- Google Integration and Sitemap Analytics
- Online Form / Auto Responder Integration
- Shop or Payment Set-Up

*** Additional fees for customization and extra pages*

Premium

TOTAL COST
\$2,500

STEP ONE

Strategy

- Coffee Date: 30-minute Phone or Skype Meeting to kick off project
- Web Planning Form/Questionnaire

STEP TWO

Website Design

- Home Page
- Individual Post Page
- Archive/Search Template
- Up to 5 Relevant, Additional Templates (About, Contact, etc)
- Web + Mobile Responsive
- Social Media Integration
- 1 Initial Design, 2 Full Rounds of Revisions
- Standard Plugins – Installed and Configured
- Google Integration and Sitemap Analytics
- Online Form / Auto Responder Integration
- Shop or Payment Set-Up

*** Additional fees for customization and extra pages*

Starter

TOTAL COST
\$1,500

STEP ONE

Strategy

- Coffee Date: 30-minute Phone or Skype Meeting to kick off project
- Web Planning Form/Questionnaire

STEP TWO

Website Design

- Home Page
- Individual Post Page
- Archive/Search Template
- Up to 3 Relevant, Additional Templates (About, Contact, etc)
- Web + Mobile Responsive
- Social Media Integration
- 1 Initial Design, 2 Full Rounds of Revisions
- Standard Plugins – Installed and Configured
- Contact Form

*** Additional fees for customization and extra pages*

DOMAIN NAME, HOSTING SERVICES

We ask that you purchase your domain name and hosting.

CONTENT

Please save all content to the shared Dropbox Folder prior to your Design Start Date. This includes text, photography, etc. We stress the importance of professional photography for your site. Hourly fees will occur for the transferring of old blog posts or full gallery uploading.

PAYMENT PLANS

1. 50% DESIGN RETAINER

Due to book your services. This payment secures your spot in the Design Que.

2. 50% FINAL DESIGN DEPOSIT

Due at the end of the project prior to installation of new website.

SERVICES

Identity

BRAND DEVELOPMENT
LOGO DESIGN
CORPORATE IDENTITY
DESIGN STRATEGY
BRAND STYLE GUIDE
PATTERNS
ILLUSTRATION
HANDLETTERING

Print

PRODUCT PACKAGING
LETTERHEAD
BUSINESS CARDS
POSTERS
ADVERTISEMENTS
ANNUAL REPORTS
LABELS/STICKERS
PROMOTIONAL MATERIALS

Digital

WEB DESIGN
ECOMMERCE
SOCIAL MEDIA
WEBSITE HEADER
WEBSITE BANNER
SOCIAL MEDIA BANNER
SOCIAL MEDIA ICONS
FAVICON

This is a list of general offerings. You may choose from the list of pre-made packages or you can create a custom package. Service not listed? Just ask.

LET'S COLLABORATE

GENERAL PROCESS

Consultation

We will start the conversation by discussing you, your business/vision and project overview. I will send a Media Kit with the packages we offer to review. If a package doesn't quite meet all of your needs, we can create a custom package. If we're a great fit and you would like to work together, we will begin the booking process.

Booking

I will send an invoice and contract detailing our scope of work, payment schedule and expectations. Once the non-refundable retainer is received and the contract is signed, you are put into the design queue. Typically, there is a short wait-period until your project start date arrives. During this time, I will send you a Planning Form/Questionnaire to start filling out.

Design & Polish

Your start date is here and we're ready to go! As soon as the first part of your package is complete, I will send a Dropbox Link for you to review and provide feedback. Once feedback is provided, we will discuss the next steps and revisions will begin. We ask that you provide feedback on proofs within 3 business days to keep us on track. This step will be repeated and polished until you are fully satisfied.

Deliver

Finally, the fruit of our labors - a design package perfectly suited to your needs. All the files you need to share your brand's new face with the world will be supplied, and you can sit back and enjoy as the compliments start rolling in!


*Still have questions?
Email or schedule a phone call to discuss!*

CONTACT


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HOURS

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