

WEST

STUDIO WEST DESIGN CO.

TABLE OF CONTENTS

03 - AUDITS

04 - BRANDING

05|06 - WEB DESIGN

07 - GRAPHIC DESIGN

08 - SOCIAL MEDIA

09|10|11 - PAID ADS

12|13|14 - SEO

AUDITS

Front End Website Audit

- +full audit of the front end of your website with recommendations
- +start stop keep analysis
- +review of the site from a consumers point of view
- +large presentation with results and feedback based on audit
- +ability to assist on recommendations/adjustments made at an hourly rate

Backend Website Audit

- +full audit of the backend of your website with recommendations
- +start stop keep analysis
- +custom SEO site audit with website health score included
- +implement / review heat map to see where customers are spending their time (only if you are able to provide login to your website platform to implement - please note: it will take 1 week to review data)
- +large presentation with results and feedback based on audit
- +ability to assist on recommendations/adjustments made at an hourly rate

Social Media Audit

- +full audit of all social media platforms
- +start stop keep analysis
- +recommendations of graphics/visuals to add
- +full breakdown of how to uplevel your social media with examples
- +full list of recommended hashtags based on your brand
- +large presentation with results and feedback based on audit



BRANDING

Custom Brand Guide

- +30 min brainstorm call with Studio West
- +Brand fonts decided
- +Brand colors decided
- +1 logo created (narrowed down from 3 options)
- +Brand icon created

If not now, then when - Brand Package

- +1 hour brainstorm call with Studio West
- +Branding vision document created
- +Brand fonts decided (font files shared)
- +Brand colors decided
- +Logo created (narrow down from 3 options)
- +Brand icon created
- +5 branded GIFs created
- +Custom brand guide created
- +10 feed + 10 story designs brand guidelines in canva
- +1 business card design (or marketing material of your choice)



WEB DESIGN

Basic Website Design

- +1 hour web consult call
- +website built and designed from scratch on Showit
- +up to 10 pages included (linked or unlinked)
- +1 rounds of edits
- +1 round of final tweaks
- +handling of domain transfer in time for the launch
- +custom tutorials on how to edit backend are not included but can be purchased separately

*Please note: custom coding, shop creation, and content creation are not included and all content for your site will need to be shared prior to the design process. Also, we primarily design on Showit however we are well versed in all other platforms - if you would like to use another platform we will first need to approve.

Shoppable Website Design

- +1 hour web consult call
- +website built and designed on Showit with external shop
- +up to 10 pages included (linked or unlinked)
- +functionality options added to optimize sales
- +1 rounds of edits
- +1 round of final tweaks
- +handling of domain transfer in time for the launch

**Please note: shops can include but are not limited to merchandise, products, services, courses, coaching, fitness classes, etc.

WEB DESIGN

Shopify Web Design

- +1 hour web consult call
- +website built and designed on Shopify
- +up to 10 pages included (linked or unlinked)
- +shop included for up to 10 products
- +1 rounds of edits
- +1 round of final tweaks
- +handling of domain transfer in time for the launch
- +please [contact us](#) for a custom quote

*please note: Shopify may need custom coding for your desired design, this will need to be outsourced and will be an additional fee per the coder's rates. We will manage the coder to get you to a place you need to be for the design however, you will need to handle separate payment through their business or agency.



GRAPHIC DESIGN

GIFS

+5 gifs

+1 round of edits

+ any round there after is at our Hourly Rate

+uploaded into giphy + coordination to get approved for the ability to post on IG

+Monthly Social Feed + Story Templates

+30 min monthly consult call to review graphic needs for the coming month

+8 custom feed graphics per month

+10 custom story "sets" per month (3-5 stories are included in a "set")

+no edits included

+Merch / Marketing Materials

quoted on a project by project basis

+please contact us for a custom quote



SOCIAL MEDIA

Social Media Management

- +quoted on a project by project basis
- +monthly social plan created by Studio West Team
- +1 hour call with Studio West Team prior to the beginning of the month
- +graphic design included for all *social*/ graphic additions
- +calls / check-ins throughout the month if needed

GRAPHICS

- +graphics designed as needed for feed and stories
- +graphics sourced to fill in imagery via social that feels on-brand mixed with your brands photography

IG

- +1 daily feed post scheduled with scheduling platform of your choice
- +daily stories promoting offerings etc.
- +monthly report on results

FB

- +1 daily feed post scheduled with scheduling platform of your choice
- +daily stories promoting offerings etc.
- +monthly report on results

INCLUDES 1 OTHER PLATFORM OUTSIDE OF IG + FB

- +can include linkedin, tiktok, pinterest, twitter, etc.

**Please note: this package does not include content creation in the form of photography or videography. All photo and video shoots will need to be purchased separately. We have a list of recommended photographers and videographers we love to work with that we are more than happy to share and an in-house content creator. We also are happy to art direct the shoot free of cost to ensure we are getting the material needed for your social channels.

PAID ADS

ADS DISCLAIMER:

**Please note that any ads budget will be paid by the client outside of the agreed-upon package price. Any software used by Studio West (ie Later, Tailwind, Canva, Adobe, etc) is included in the package price and will need to be put into your name following any termination of the contract with Studio West.

Premium Plan:

- + 2 ad campaigns per month
- + 2-4 unique ad copies
- + 4 unique ad graphics
- + Up to 10 ads total depending on needed variations of copy/graphic
- + 1 hour initial strategy call
- + Facebook pixel setup for conversion tracking
- + Competitor Ad AnalysisCustomer avatar profile creation
- + Detailed audience targeting per ad-set
- + Retargeting setup
- + Ads uploaded into your ads manager
- + Monthly ad management
- + Daily ad check-in's to ensure optimal performance
- + Weekly ad reporting
- + Weekly ad optimizations
- + End-of-month performance report



PAID ADS

Beginners Plan

- + 1 ad campaigns per month
 - + 1 unique ad copy/1 unique ad graphics
- . + Up to 2 ads total depending on needed variations of copy/graphic.
 - + 30 min initial strategy call
- + Facebook pixel setup for conversion tracking
- + Basic customer avatar profile creation
- + Basic audience targeting
- + Retargeting setup
- + Ads uploaded into your ads manager
- + Monthly ad management
 - +Daily ad check-in's to ensure optimal performance
 - +Weekly ad reporting
 - +Weekly ad optimizations
 - +End-of-month performance report

Ads Package Add-On's

- + Landing page creation for offer - \$150/hour (est hours quoted at beginning of project - 2 hours min)
- + Extra ad graphics - \$150/per additional graphic



SEO

SEO Foundation Build

Technical Setup

- + Create and setup SSL certificate and implement https URL's
- + Review sitemap and submit to Google Perform initial site crawl with major search engines
- + Create custom 404 page Review Robots.txt file to ensure no crawling errors are present
- + Setup Yoast SEO and turn on all proper settings Implement proper structured data and schema markup

Setup Tracking and Analytics

- + Setup analytics tracking
- + Setup Google Analytics and Google Search Console
- + Setup goals in Google Analytics to actively track conversions (purchases & app downloads)

Run all SEO tests

- + Run full page speed analysis
- + Run mobile friendly test
- + Run full site audit and solve any errors present
- + Run backlink audit and disavow any toxic backlinks



SEO

SEO Foundation Build CONT.

SEO Research and Analysis

- + Run full competitive analysis Perform full keyword analysis
- + Create keyword map for the entire website

Content Optimization

- + Optimize all title tag and meta descriptions
- + Optimize all image alt tags
- + Optimize conversion path
- + Optimize all page URL's and make SEO friendly
- + Optimize any videos that will be on the website
- + Optimize all pages for target keywords to begin ranking
- + Update all headings to include proper keywords
- + Update page content if needed with rich content and proper keywords

SEO Foundation Deliverables

- + Completion of all above tasks
- + Provide full site audit
- + Provide all technical test results List of keywords to target on each page
- + Full competitive analysis
- + Full keyword analysis
- + Current SEO standing report



SEO

SEO Monthly // Packages

Full SEO Management and Reporting

- + Everything included in monthly reporting
- + Implementation of all SEO recommendations
- + Monthly page optimizations
- + Full assistance on anything SEO related
- + Weekly tracking and updates of all analytics, traffic and conversion
- + Weekly Advanced SEO techniques implemented on website on an ongoing basis

Monthly Services - A la carte

Monthly traffic and demographic report

Monthly technical audit review of any website errors

Ongoing technical assistance

