

Timeless and elevated design that propels your business forward.

LADUE
CREATIVE STUDIO
L/VOL





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MEET THE FOUNDER

Lauren L'Heureux



HI, I'M LAUREN L'HEUREUX.

I am the owner and CEO of the La.Rue Creative Studio, a boutique creative agency for intentional women with intentional businesses. The La.Rue Creative Studio is a luxury full-service creative agency that focuses on the internal collateral for your firm. Serving a diverse roster of female founded businesses, we elevate brands with a turnkey style evolution and innovative approach to strategic growth. We deliver a white-glove experience from start to finish that launches your brand into the next stages of success.

The La.Rue Creative Studio was born from an idea to offer luxury to *women who offer luxury*. We make the branding and marketing process exciting and expansive— exquisitely executing your vision. When you think of branding or designing your new website, it should feel adventurous and unknown. These materials will act as the visual representation of your brand. And when we bring that vision to life, you and I elevate your brand to the next level.



FULL- SERVICE BRAND ELEVATION

Project Scope

// Four Month Turnover

// Project Price Starting at: \$12,500.00

// Project Deliverables: Custom Branding Assets, Website, SEO, and Copywriting.

STEP ONE —

CREATIVE DIRECTION | TWO ONE HOUR CALLS

// DISCUSS VISION AND EXPECTATIONS FOR PROJECT

// AGREE ON PROJECT TIMELINE & SCOPE

// BRAND MESSAGING AND SEO SURVEYS

// CREATIVE DESIGN AND DIRECTION CALL

STEP TWO —

PROJECT DEVELOPMENT

// CLIENT BRANDING MATERIALS ARE MADE & APPROVED

// OUTLINE AND BUILD WIREFRAME

// COMPLETE OUTLINE OF SEO IMPLEMENTATION PLAN

// BEGIN WORK ON FOUNDATIONAL WEBSITE BUILDING

// FINAL WEBSITE COPY COMPLETED AND APPROVED

STEP THREE —

MID-PROJECT CHECK-INS

// CLIENT REVIEWS PROGRESS MADE ON SITE DESIGN & LAYOUT WITH NOTES

// ADJUSTMENTS ARE MADE TO COPYWRITING AS IT'S LAID OUT IN THE WEBSITE

// SEO TACTICS IMPLEMENTED THROUGHOUT WEBSITE DEVELOPMENT

STEP FOUR —

PROJECT COMPLETION

// CLIENT APPROVES FINAL WEBSITE DESIGN & CHANGES

// CLIENT WILL RECEIVE ACCESS TO A GOOGLE DOC WITH THEIR LOGIN

INFORMATION AND ANY BRANDING MATERIAL CREATED IN THE DESIGN

PROCESS, INCLUDING FONT FILES, HEX CODES, PHOTO FILES, AND LOGO FILES.

Please Note: This project scope includes **six custom-designed** content pages (including portfolio). Any additional pages, including blog, podcast and/or shop pages are at an additional cost.



BRAND & WEBSITE STYLE DEVELOPMENT

Project Scope

Project Deliverables

// **Fully Custom Branding Guide:** Including a primary logo, secondary logos, icon/favicon logo, color palette and typography.

// **Fully Custom Website:** Six fully custom designed pages in ShowIt or Wordpress. If your website includes a portfolio: you'll also receive a custom designed portfolio template page.

// **Tactical SEO Implementation:** Focusing on Core Web Vitals, Site Performance (page load speeds, image sizing), Accessibility Standards, Keyword Marketing and Meta Data descriptions, Back/ Internal Linking, and Google "Crawlability."

// **Intentional Copywriting:** With a key focus on brand messaging and brand voice we'll create holistic brand awareness focusing on your goals for scaling and attracting your ideal client.

// **Website Training:** At the close of a project, the client receives an instructional training video on how to use and edit their website. During the first 30 days post launch, the client also receives full support on design edits. Beyond that time frame, website maintenance packages are offered.

// **Domain Transfer:** On launch day, the domain transition and integration of the new website will be handled by The La.Rue Creative Studio Team.

// **Optimized Site Performance & Design:** This varies project to project depending on the type of website you're building out, as well as what design platform we use. However, The La.Rue Creative Studio promises to ensure the best design and development possible for your website to run smoothly.



TACTICAL SEO IMPLEMENTATION

Comprehensive Overview

Optimizing your website for a higher-ranking Google search is one of the best things you can do for your business. While Search Engine Optimization (or SEO) sounds like a daunting task, it's critical to the discovery of your business and subsequently the conversion of your clients. No matter the level of luxury you're at, clients at every spending capital are utilizing google search to find business just like yours. Adding tactical SEO implementation to your project scope will allow you to leverage new clientele as your business starts ranking on google from our expert

STEP ONE —

CLIENT STRATEGY CALL

// GET TO KNOW YOUR BRAND VOCABULARY AND KEYWORDS
// UNDERSTAND YOUR IDEAL CLIENT AND WHAT THEY'RE SEARCHING FOR
// SEO EXPECTATIONS FOR CONVERSION

STEP TWO —

INTERNAL AUDIT

// USING SEMRUSH SOFTWARE AND PAGE SPEED INSIGHTS, WE'LL IDENTIFY YOUR SEO COMPATIBILITY AND PAIN POINTS
// AUDIT CURRENT VIABILITY OF USERS WITH GOOGLE ANALYTICS
// DEVISE A PLAN OF ACTION TO OPTIMIZE YOUR SITE PERFORMANCE

STEP THREE —

TACTICAL SEO IMPLEMENTATION

// IMPROVE ON SPECIFIC AREAS INCLUDING BUT NOT LIMITED TO:

- CORE WEB VITALS
- SITE PERFORMANCE: PAGE LOAD SPEEDS, IMAGE SIZING, ETC.
- HTTPS GUIDELINES
- ACCESSIBILITY: FONT SIZING, HEADING TAGS, ETC.
- KEYWORD MARKING AND META DATA DESCRIPTIONS
- BACK-LINKING AND INTERNAL LINKING
- CRAWLABILITY

STEP FOUR —

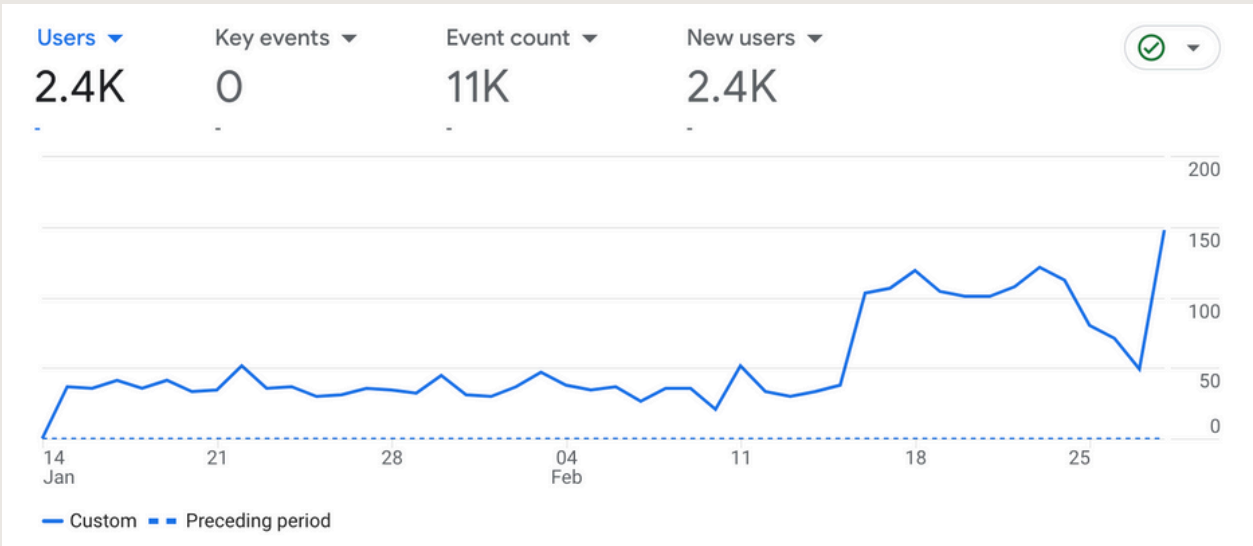
POST-IMPLEMENTATION TARGET TRACKING

// USING GOOGLE ANALYTICS FOR POST IMPLEMENTATION, WE'LL CHECK IN AT THE 30, 60, AND 90 DAY MARKS TO TRACK OVERALL USABILITY AND VISIBILITY IMPROVEMENT.

Please Note: The add-on of SEO implementation is only available to clients already purchasing a website design package. The delivery of this add-on is built into the 4 month projected timeline of the baseline project scope.



TACTICAL SEO IMPLEMENTATION



User acquisition over two month period showcasing amount of users over time increasing. Results yielded by first conducting a thorough SEO audit followed by tactical implementation of SEO growth strategy unique to the client.

Sessions by Session primary channel		
SESSION PRIMARY ...	SESSIONS	
Organic Search	4K	↑ 45.8%
Direct	710	↑ 7.1%
Referral	101	↓ 91.4%
Organic Social	128	↓ 46.7%
Unassigned	25	↑ 38.9%

Show remarkable organic search results increasing by over 45%.

Event count by Event name	
EVENT NAME	EVENT COUNT
page_view	1.1K
session_start	952
first_visit	749
user_engagement	665

Illustrates that over half the users who land on the website stay through multiple page views.



INTENTIONAL BRAND COPYWRITING

Comprehensive Overview

Custom and thoughtful website copy that aligns with your target client that let's you stand out in your market. In collaboration with our SEO services, this additional package scope features a curated and unique approach alongside our design process. As we visually bring your brand to life, the La.Rue Creative Studio will deliver timeless copy to be used across various modalities of your business to create one cohesive and aligned brand that calls to your ideal client.

STEP ONE —

CLIENT STRATEGY CALL

// INTAKE FORM TO LEARN MORE ABOUT YOUR DESIRED BRAND VOICE
// UNDERSTAND YOUR IDEAL CLIENT AND WHAT THEY'RE SEARCHING FOR
// COPY & SEO EXPECTATIONS FOR CONVERSION

STEP TWO —

AUDIT & STRATEGY BUILD

// WIREFRAME DEVELOPMENT WITH DRAFTED WEBSITE COPY
/ USING SEMRUSH SOFTWARE AND PAGE SPEED INSIGHTS, WE'LL IDENTIFY YOUR SEO COMPATIBILITY AND PAIN POINTS
// THREE DRAFTS OF WEBSITE COPY WILL BE EXCHANGED.
// SEO STRATEGY WORKS IN COLLABORATION WITH OUR COPYWRITING TO ENSURE A STRONG AND UNIQUE BRAND VOCABULARY.

STEP THREE —

BRAND MESSAGING & SEO IMPLEMENTATION

// SEO IMPLEMENTATION - PLEASE REFER TO STEP THREE OF THE PREVIOUS PAGE TO SEE WHAT WILL BE TACTICS WILL BE IMPLEMENTED FOR SEO.
// FINAL EDITION OF WEBSITE COPY WILL BE RENDERED AND IMPLEMENTED TO THE WEBSITE DESIGN.

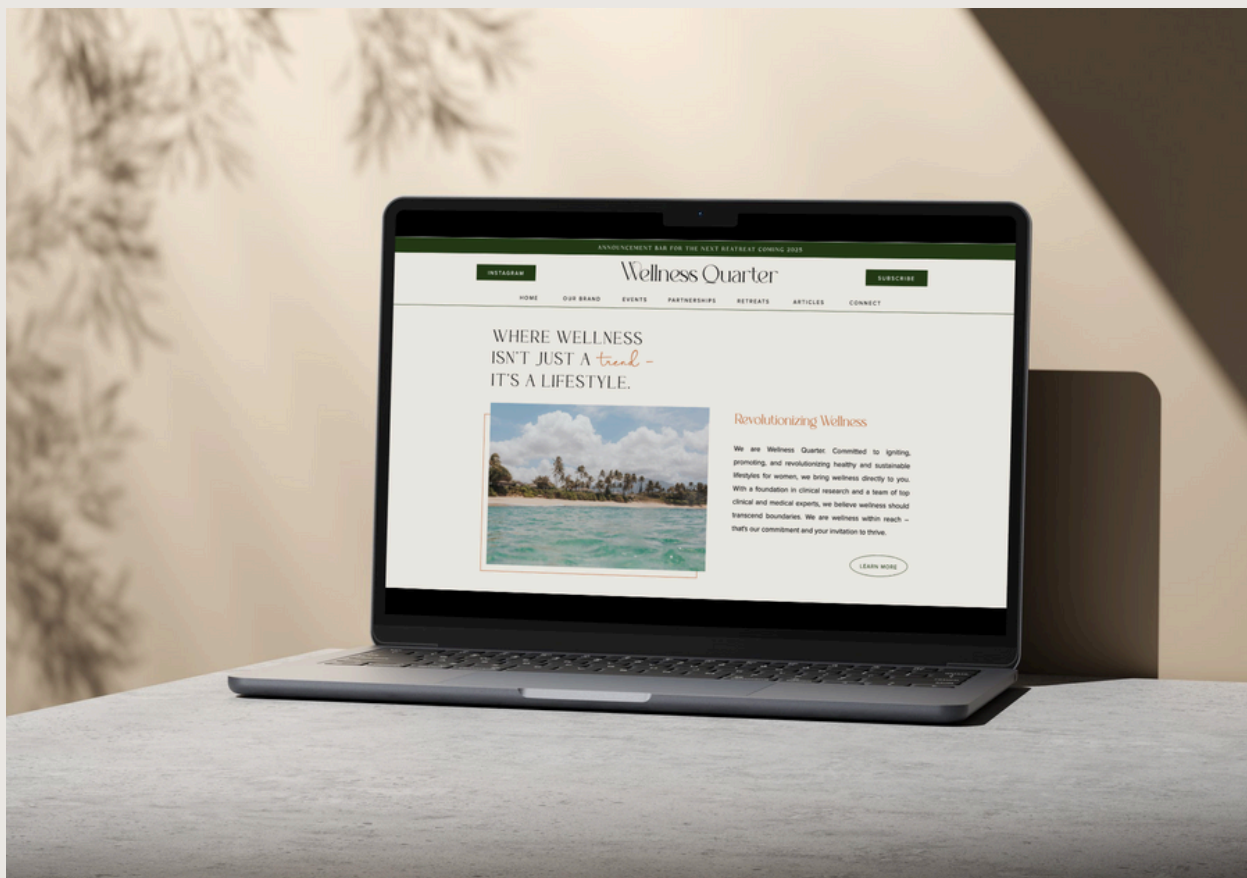
STEP FOUR —

POST-IMPLEMENTATION TARGET TRACKING

// USING GOOGLE ANALYTICS FOR POST IMPLEMENTATION OF SEO, WE'LL CHECK IN AT THE 30, 60, AND 90 DAY MARKS TO TRACK OVERALL USABILITY AND VISIBILITY IMPROVEMENT.



INTENTIONAL BRAND COPYWRITING



Brand Messaging • Brand Voice • Brand Awareness

From the inception of Wellness Quarter, The La.Rue Creative Studio has built stand out copy and messaging, diligently establishing the brand as revolutionary and the first of it's kind. Establishing WHO is Wellness Quarter, WHY the brand was built, and WHAT the brand creates was the primary mission for it's copy writing. As a co-founder, I was uniquely able to bring the brand to life through it's website messaging.

OUR BRAND

Wellness Quarter is the lifestyle brand that puts wellness on the map, and at one's focus and fingertips. We redefine the wellness landscape by serving the quintessential haven for all wellness seekers whether they're seasoned enthusiasts or newcomers to the wellness world.

We are THE lifestyle brand, operating on a global scale while remaining deeply local. We are both natives and visitors. Our partners share our belief in universal wellness and our ability to build and sustain wellness communities worldwide, which is why we collaborate with only the best. United, we share a mission of sustainable and attainable wellness, offering luxury through local and communal resources, and harnessing the power of togetherness in merging our brands.

"You brought Wellness Quarter to life."

Stephanie Lopez, Founder of Wellness Quarter



SAMPLE PROJECT TIMELINE

PHASE ONE

BRAND STRATEGY & DESIGN

IN OUR INITIAL DESIGN CALL, WE WILL DISCUSS THE VISION FOR YOUR BRAND IDENTITY, MESSAGING, AND SITE DEVELOPMENT. FOLLOWING THIS CALL, THE CLIENT WILL RECEIVE A DEEP DIVE QUESTIONNAIRE REGARDING THEIR IDEAL CLIENT, KEYWORD SELECTION, GOAL BRAND MESSAGING AND MORE. A PRELIMINARY BRAND KIT WITH OPTIONS FOR FONT SUITES, COLOR PALETTES, AND LOGO DESIGNS.

DURING THIS TIME, VISUAL BRAND STRATEGY WILL BE FINALIZED AND THE COPYWRITING WILL BE WELL UNDERWAY.

PHASE TWO

BRAND DEVELOPMENT

ONCE THE FINAL BRAND KIT HAS BEEN APPROVED, THE SITE CREATION WILL BEGIN ALONGSIDE OUR CONTINUED DEVELOPMENT OF WEBSITE COPY. EXECUTING OUR WIREFRAME STRATEGY DURING THIS TIME, DURING THE BRAND DEVELOPMENT PHASE, ALL PIECES WILL COME TOGETHER TO ENSURE THAT A COHESIVE AND LUXURY BRAND IS BEING BUILT.

PHASE THREE

CONTINUED SITE DEVELOPMENT

OVER THE NEXT SEVERAL WEEKS, I WILL TAKE CREATIVE FREEDOM TO DESIGN A COMPLETELY CUSTOM SITE. HERE, I WILL SPEND TIME INTEGRATING YOUR BRAND IDENTITY, TAKING NOTE OF THE BRAND VOICE, MISSION, AND IDEAL CLIENT.

THERE WILL BE CONTINUED COMMUNICATION WITH THE CLIENT OFFERING YOU SEVERAL PREVIEWS IN ADVANCE AS THE DESIGN OF THE WEBSITE IS IMPLEMENTED.

PHASE FOUR

PROJECT COMPLETION

ONCE THE SITE DESIGN IS COMPLETED, THE CLIENT WILL RECEIVE FULL ACCESS THEIR WEBSITE ALONGSIDE THEIR GOOGLE DRIVE PROJECT FOLDER WHICH WILL INCLUDE A FINAL SUMMARY OF ALL DELIVERABLES AND MATERIALS NEEDED TO TURNOVER THE PROJECT. THE GOOGLE DRIVE FOLDER WILL INCLUDE A COMPREHENSIVE OVERVIEW OF FINAL BRANDING MATERIALS, AN OUTLINE OF THEIR FINAL WEBSITE COPY (TO BE TRANSLATED ACROSS MARKETING MATERIALS), AN OVERVIEW OF ALL SEO STRATEGY IMPLEMENTED AND ACCESS TO THEIR NEW WEBSITE.



CUSTOM CONTENT PAGES

Additional Website Pages

NEW BLOG/ PODCAST ADD-ON

// Add-On Fee: \$500.00

Are you looking to create a new blog or podcast with your updated website? The La.Rue Creative Studio is happy to help you build out a custom content page. Our design set up allows for automatic content updates with minimal edits on your part. We set up your new content page directly through WordPress, creating a custom content template that automatically updates when you publish a new blog or podcast.

ESTABLISHED BLOG/ PODCAST ADD-ON

// 0 - 25 Current Posts/Episodes to Transfer: Add-On Fee: \$500.00

// 26 - 75 Current Posts/Episodes to Transfer: Add-On Fee: \$1,000.00

// 76 - 150 Current Posts/Episodes to Transfer: Add-On Fee: \$1,500.00

// 150 + Current Posts/Episodes to Transfer: Add-On Fee: \$2,000.00

These add ons are applicable to those who already have established Blogs and or Podcasts with content that will **need to be transfered to their new website**. Our design set up allows for automatic content updates with minimal edits on your part. We set up your new content page directly through WordPress, creating a custom content template that automatically updates when you publish a new blog or podcast. Once we've created your custom content templates and we're ready to launch your new website, our team will manually transfer over each individual piece of content.

Please Note: Your blog or podcast content **cannot** be transferred over before launch. We will build out your templates and get everything in place before launch. Once we're ready to launch, your content pages will feature a coming soon page as my team and I get everything transferred over. The duration of this transfer will depend on the number of content being transferred to your new site.

SHOP ADD-ON

// Add-On Fee: \$1000.00

Are you looking to launch and online shop or e-commerce page with your website? The La.Rue Creative Studio is happy to help you build out this page via Shopify. We will build out your online store template via custom design on ShowIt and assist you in creating your store on the backend in Shopify so customers can purchase things directly off your website.



WEBSITE MAINTENANCE

Post Project Support

01. Prorated Editing

// Every six months, you'll be charged for 5 hours worth of website edits at my discounted **hourly rate of \$225**.

At any time during your six months, you can email me with any details of edits that need to be made and I'll get them done for you! For example, if you have a portfolio entry to add, all I'd need you to do is upload the photography and the copy to your original project folder and I'll get everything added for you! Need to edit copy, add press or change out photos? Just give me the instructions and I'll take care of it!

I'll track my hours as edits are made. If we do not reach the 5 hours of editing paid for by the end of 6 months, whatever's left rolls over to the following 6 months and you'll pay the difference. For example, if you have 1.5 hours left of editing, you'll only pay for an additional 3.5 for the next 6 months.

All edits will be made within 72 hours of receiving your email.

If you have more edits than expected, we simply add them up and you pay the total additional within my hourly rate. You'll receive an email **2 weeks** before your package expires with options to renew or close out your maintenance package.

02. Editing When Needed

This option allows for edits/ pay when needed. If you think you won't need 5 hours worth of editing every 6 months, then we can do edits when needed. This is the same process where you send edits, I'll track my hours, and you'll receive an invoice with my **firm hourly rate of \$275**. This option however does require additional notice. Once I've received your email with the list of edits you'd like made, I'll let you know when I can fit into my schedule which can be up to a month out.

Please Note: Neither of these packages include adding additional pages to your site. These are maintenance packages to maintain the current structure of your site. If you'd like to add additional pages like press, blog, podcast, etc., these pages come with their own additional cost.



YOUR EXPERIENCE IS OUR PRIORITY

Additional Service Notes

SEO & COPYWRITING

At the La.Rue Creative Studio, we fully understand the importance of strong copy and SEO to rank on Google Search. While we don't include this in our baseline project scope, we're thrilled to be offering these services as add-ons. If you're looking to split up costs, all clients who purchase a custom website package can come back to us at anytime for SEO and/or copywriting services.

AFTERCARE/ MAINTENANCE

For all website design clients, we offer a specialized maintenance service to help you maintain the integrity and cohesiveness of your brand. We strongly encourage clients to utilize our maintenance packages.

PRIVACY POLICY

As a Creative Studio, we reserve the right to showcase our work of your brand on our website. All displays, links, and a list of services will be showcased on our portfolio page. This is agreed upon as a part of the contract signed for any branding and website design services.

PAYMENT POLICY

Due to our project-based pricing, one complete payment will be due at the time of client onboarding via ACH transfer. The client will receive a contract with the agreed-upon project price along with an invoice of said price. The contract is due to be signed, as well as the invoice to be paid before any services are rendered.

PROPRIETARY INFORMATION

At the time of onboarding, the collection of a payment method will be required. Throughout your project, various new accounts will be created on your behalf that will require a form of payment. All new accounts and associated costs will be briefed by the client before creating and purchasing.



BRANDS WE'VE WORKED WITH

Design

AGUILAR DESIGN STUDIO
SEY INTERIORS STUDIO
ISABEL GÓMEZ STUDIO
BETH MEYER DESIGN
WILK DESIGN WORKSHOP
ENLIVEN INTERIORS
STEPHANIE CALDERON INTERIORS
JLV CREATIVE
VANESSA FERRO DESIGN
NINA'S HOME DESIGN
ELANA DESIGNS

Lifestyle

DIGS LIVING
ERGANIC DESIGN
THE HOUSE OF KITTY DUNBAR
NOON STUDIOS
MARGAUX ST. LEDGER

Personal Branding

LA.RUE | LAUREN L'HEUREUX
HALEY HOFFMAN SMITH
JODI TERRELL
RACHAEL JOHANSON
RENÉE BEIRY
CHRISTA PITTS
CHANDA BELL

To view our complete portfolio, please visit laruecreativestudio.com/portfolio.



CONTACT US

Ready to Move Forward?

FOR MORE
INFORMATION



CONTACT US WITH ANY QUESTIONS AT
LAUREN@LARUECREATIVESTUDIO.COM OR VISIT
[HTTPS://LARUECREATIVESTUDIO.COM](https://laruecreativestudio.com)

TO BEGIN
WORKING



SCHEDULE YOUR CONSULT CALL USING THIS LINK
[HTTPS://CALENDLY.COM/LAUREN-LARUE/30-MINUTE-CONSULTATION](https://calendly.com/lauren-larue/30-minute-consultation)