WELCOME!







OUR WEBSITE TEMPLATE ... CUSTOMIZATION GUIDE

We can't wait to customise your new website template!
We hope to elevate your business presence and help wow potential clients.

Before booking please read through our packages, process and faqs



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INFORMATION AND PRICING

Have You Bought A Website Template Only To Realise You Don't Have Time To Set The Design Up? Are you struggling to choose fonts, colour and design elements to make your website unique?

Well... Let's work together to get your time back and launch a stand out site for your business!



PRICING - to make our service as affordable as possible for our web template users we have broken our prices into two categories

\$100 USD PER HOUR

BRAND ESSENTIALS CREATION

Brand essentials creation is charged at USD \$100 per hour. This work includes font selection, colour palette creation, logo mark creation + graphics selection. This service provides you with everything you need for us to personlise your site.

\$60 USD PER HOUR

TEMPLATE SETUP + CUSTOMISATION + LIAISON

Template customisation/setup is charged at USD \$60 per hour. Once booked in, time spent liaising via email and zoom will also be charged at this amount. Please note general design and template questions can be asked in the Self-made Club Facebook group free of charge.

(Link to self-made group)

*please note that you may need to purchase fonts and graphics for your brand. If you have a budget you would like us to be mindful of please chat to us and let us know. We will work within your budget the best we can.

DESIGNING EXTRA PAGES

If you have an idea for a page that is not included in your template let us know and we can discuss designing a new page in the style of your template / branding.

SOME EXAMPLES OF PAGES WE CAN DESIGN FOR YOU:

- Sales Pages (Shop landing + individual sales page)
- FAQ Page
- Thank you page
- Vendors page



PRICING

\$100 USD PER HOUR

THE PROCESS

- First we will discuss what extra pages you would like and you can let us know what you want included on the page.
 - We will setup a basic / wire-frame page.
 - Add your copy to the page.
 - Then we will make it look snazzy and aligned with your other pages.

*please note this does not include duplicating services page designs for other services you may offer.

This is charge at the standard customisation price of USD\$60p/hr.

HOW CAN I BE SURE THIS IS FOR ME?

This IS for you if...

This is <u>NOT</u> for you if...

- You have purchased one of the Studio Leelou Website Templates
- You need a brand for your site but you cant afford a complete rebrand so a mini rebrand to get your website off the ground sounds great!
- You have your copy ready for your site or you have time to write your copy in the coming weeks
 - You are overwhelmed with setting up and customising your website template
- You are on a budget but really but would like a brand and your web template setup ASAP.

- You are wanting an in depth rebrand including a full brand strategy with research into your market and business
- You would like to explore several brand ideas and would like the time and space to do this.
- You don't have your website copy ready and do not have anytime to write your copy in the coming weeks before we customize your site.
- You don't enjoy collaborating or outsourcing your business brand to others

PACKAGES

WE HAVE THREE TEMPLATE CUSTOMISATION PACKAGES TO CHOOSE FROM

01

Template customisation, setup and creation of brand essentials

02

Template customisation and creation of brand essentials

0.3

Template customisation and setup

This package is for you if you have bought a web template excited to have a new space on the internet that represents you and your business.

Though you know that to setup your site you will also need to create a whole brand or strengthen the one you have by choosing fonts, colours, secondary elements and maybe even a logo. This is super overwhelming and you wish you could just have some help to get this done.

This package is for you if you have setup your site but its missing something...your personality! You have either left all the template design settings as is.

You have fallen down the rabbit whole of trying to DIY your colours and fonts yourself but you fell like you have made a bit of a mess of the whole thing and you wish you could just hand the whole thing over to a designer to clean up and beautify.

This package is for you if you have a brand including fonts, colour palette and a logo. You have your brand ready to go into your new website but you simply don't have the time to setup the design and customise the site with your branding.

*you can only book this package if you have a complete brand to send us including a colour palette, font files and your logo + any design elements in png or eps file format.



PACKAGE 01

template customisation, setup and creation of brand essentials



PACKAGE INCLUDES

BRAND ESSENTIALS

Brand Essentials this work is charged at USD\$100 per hour

3 X LOGO WORDMARKS (NO ILLUSTRATION)

Hero Logo
 Logo Lockup with additional information
 Eg: location, est date, services
 Initials Logo Stamp

FONT SUITE

BRAND COLOUR PALETTE

FAVICON

CHOSEN GRAPHICS FROM CREATIVE MARKET

Web Setup + Customisation this work is charged at USD\$60 per hour

BRANDED AND CUSTOMISED WEB PAGES

TEMPLATE INSTALLATION

BRAND SETTINGS PLACED IN SITE

BLOG SETUP AND CUSTOMISED

INDIVIDUAL GALLERIES SETUP AND CUSTOMISED

NAV, MENU AND FOOTER SETUP AND CUSTOMISED

You will have one of our amazing designers working souly on your brand essentials. Using the information you provide, we will choose fonts, colours and select design elements from Creative Market (Element cost will be included in final invoice). If you don't have a logo we will also type out your business name in a font to match the rest of the brand and create two other logo variations. Including A lockup logo and an initial logo stamp.

From here we will send you a small brand proposal and if you have any specific changes, that is totally fine . We will make any changes you have asked for and wallah you have just had a mini rebrand!

ESTIMATED INVESTMENT: USD\$1060 - \$2080

TIMELINE FOR PACKAGE 01

WEEK 01

WEEK 02 - 03

WEEK 03 - 04

Let's Book You In!

Once you have selected package 01, I will send you some forms to fill out. Including our brand essentials questionnaire and template page selection document.

*You have one week to return these forms or please let us know if you are not ready to book in.

Brand Essentials, Site Setup + Add Your Images to Media Gallery

Once you have returned the forms, we will complete your brand essentials and set up your site according to the page selection document. As soon as your pages are set up you can start adding in your copy.

*You will have one week to place your homepage copy into your site.

Homepage Customisation / Copy

Once your homepage copy is placed in we will add your new brand essentials to your site settings and customise your homepage.

*We will send you a preview link and you will have 24hrs to approve or let us know of any changes.

WEEK 03 - 05

2 - 3 WEEKS FROM WHEN YOUR COPY IS COMPLETE

WHEN YOU'RE READY

Add all Your Copy

Once your pages are setup you have THREE weeks to write/place all your copy into your site

*We need your copy to be compete before customisation as the text in each section will shape our design choices.

Site Customisation

Once the rest of your copy is placed in your site we will complete customising the rest of your pages.

*Once the first round of customisation is compete you can let us know if you would like any changes and we will update your site accordingly.

LAUNCH YOUR SITE!!

Once we have completed customising your site, work through the appropriate steps on pages 6 - 9 of the - Website Launch Checklist - you received with your web template purchase.

*Make sure you celebrate this huge step in your business!

*please note if you can not complete your copy in the required amount of time we will pause your booking and invoice you for the completed work. You can then re-book in once you have your copy ready.

THE PROCESS AND WHAT TO EXPECT

Template Set-Up

Brand Essentials

Template Customisation

01

You will complete our "Template Page Selection" document to let us know what pages to include in your website and which A, B and C design you would like to use for each page you select.

You are also welcome to mix and match parts of different A, B and C designs.

02

We will install you template if not already done.

03

We will setup your site to have the pages you would like + your chosen A, B and C designs.

04

You will go into the template and write or place in your copy on the appropriate pages

05

You will upload highlight images, about photos and your gallery images into organized folders in your showit media library.

01

We will send you a questionnaire + ask you to create a Pinterest moodboard.

02

We will choose fonts, colours and secondary elements. We will also create your hero logo and logo variations.

03

Your proposed brand will be sent to you for review and approval.

04

You will have 24hrs to let us know any changes you would like to the brand. These changes will be made and sent to you for final approval.

01

Your new branding will be placed into the homepage and we will send this to you to look over.

02

Once the homepage design has been reviewed we will go onto customise the rest of your website

0

We will send you the website to review and you will let us know of any changes you wish to make.

04

We will make any amendments you ask for.

05

Your newly personalized website is ready to launch



PACKAGE 02

template customisation and creation of brand essentials



PACKAGE INCLUDES

BRAND ESSENTIALS

Brand Essentials this work is charged at USD\$100 per hour

3 X LOGO WORDMARKS (NO ILLUSTRATION)

- Hero Logo
- Logo Lockup with additional information *Eg: location, est date, services*- Initials Logo Stamp

FONT SUITE

BRAND COLOUR PALETTE

FAVICON

CHOSEN GRAPHICS FROM CREATIVE MARKET

Web Customisation
this work is charged at USD\$60 per hour

BRANDED AND CUSTOMISED WEBPAGES

BRAND SETTINGS PLACED IN SITE

BLOG CUSTOMISED

INDIVIDUAL GALLERIES CUSTOMISED

NAV, MENU AND FOOTER BRANDED

You will have one of our amazing designers working souly on your brand essentials. Using the information you provide, we will choose fonts, colours and select design elements from Creative Market (Element cost will be included in final invoice). If you don't have a logo we will also type out your business name in a font to match the rest of the brand and create two other logo variations. Including A lockup logo and an initial logo stamp.

From here we will send you a small brand proposal and if you have any specific changes, that is totally fine . We will make any changes you have asked for and wallah you have just had a mini rebrand!

ESTIMATED INVESTMENT: USD\$860 - \$1780

TIMELINE FOR PACKAGE 02

WEEK 01

WEEK 02 - 03

WEEK 03 - 04

Let's Book You In!

Once you have selected package 02, I will send you some forms to fill out. Including our brand essentials questionnaire.

*You have one week to return these forms or please let us know if you are not ready to book in.

Brand Essentials, You Setup Your Site + Add Your Images to Media Gallery

Once you have returned the brand questionnaire, we will complete your brand essentials over the coming weeks. In this time you will setup your site pages and delete any unused pages.

As soon as your pages are set up you can start adding in your copy.

*You will have one week to place your homepage copy into your site.

Homepage Customisation / Copy

Once your homepage copy is placed in we will add your new brand essentials to your site settings and customise your homepage.

*We will send you a preview link and you will have 24hrs to approve or let us know of any changes.

WEEK 03 - 05

2 - 3 WEEKS FROM WHEN YOUR COPY IS COMPLETE

WHEN YOU'RE READY

Add all Your Copy

Once your pages are setup you have THREE weeks to write/place all your copy into your site

*We need your copy to be compete before customisation as the text in each section will shape our design choices.

Site Customisation

Once the rest of your copy is placed in your site we will complete customising the rest of your pages.

*Once the first round of customisation is compete you can let us know if you would like any changes and we will update your site accordingly.

LAUNCH YOUR SITE!!

Once we have completed customising your site, work through the appropriate steps on pages 6 - 9 of the - Website Launch Checklist - you received with your web template purchase.

*Make sure you celebrate this huge step in your business!

*please note if you can not complete your copy in the required amount of time we will pause your booking and invoice you for the completed work. You can then re-book in once you have your copy ready.

THE PROCESS AND WHAT TO EXPECT

Brand Essentials

Template Customisation

01

We will send you a questionnaire + ask you to create a Pinterest moodboard.

02

We will choose fonts, colours and secondary elements. We will also create your hero logo and logo variations.

0.3

Your proposed brand will be sent to you for review and approval.

04

You will have 24hrs to let us know any changes you would like to the brand. These changes will be made and sent to you for final approval.

01

Your new branding will be placed into the homepage and we will send this to you to look over.

02

Once the homepage design has been reviewed we will go onto customise the rest of your website.

03

We will send you the website to review and you will let us know of any changes you wish to make.

04

We will make any amendments you ask for.

05

Your newly personalized website is ready to launch





PACKAGE 03 template customisation and setup



PACKAGE INCLUDES

Web Setup + Customisation

BRANDED AND CUSTOMISED WEBPAGES

TEMPLATE INSTALLATION (IF NEEDED)

BRAND SETTINGS PLACED IN SITE

BLOG SETUP AND CUSTOMISED

INDIVIDUAL GALLERIES SETUP AND CUSTOMISED

NAV AND FOOTER SETUP AND CUSTOMISED

ESTIMATED INVESTMENT: USD\$780 - \$1500

TIMELINE FOR PACKAGE 03

WEEK 01

WEEK 02 - 03

WEEK 03 - 04

Let's Book You In!

Once you have selected package 03, I will send you some forms to fill out. Including our template page selection document. You will also supply us with your full branding kit as soon as you can.

*You have one week to return these forms or please let us know if you are not ready to book in.

Site Setup + Add Your Images to Media Gallery

Once you have returned the forms, we will set up your site according to the page selection document. As soon as your pages are set up you can start adding in your copy.

*You will have one week to place your homepage copy into your site.

Homepage Customisation / Copy

Once your homepage copy is placed in we will add your existing branding into your site settings and customise your homepage.

*We will send you a preview link and you will have 24hrs to approve or let us know of any changes.

WEEK 03 - 05

2 - 3 WEEKS FROM WHEN YOUR COPY IS COMPLETE

WHEN YOU'RE READY

Add All Your Copy

Once your pages are setup you have THREE weeks to write/place all your copy into your site

*We need your copy to be compete before customisation as the text in each section will shape our design choices.

Site Customisation

Once the rest of your copy is placed in your site we will complete customising the rest of your pages.

*Once the first round of customisation is compete you can let us know if you would like any changes and we will update your site accordingly.

LAUNCH YOUR SITE!!

Once we have completed customising your site, work through the appropriate steps on pages 6 - 9 of the - Website Launch Checklist - you received with your web template purchase.

*Make sure you celebrate this huge step in your business!

*please note if you can not complete your copy in the required amount of time we will pause your booking and invoice you for the completed work. You can then re-book in once you have your copy ready.

THE PROCESS AND WHAT TO EXPECT

Template Set-Up

Template Customisation

01

You will complete our "Template Page Selection" document to let us know what pages to include in your website and which A, B and C design you would like to use for each page you select.

You are also welcome to mix and match parts of different A, B and C designs.

02

We will install you template if not already done.

03

We will setup your site to have the pages you would like + your chosen A, B and C designs.

04

You will go into the template and write or place in your copy on the appropriate pages

05

You will upload highlight images, about photos and your gallery images into organized folders in your showit media library.

01

Your new branding will be placed into the homepage and we will send this to you to look over.

02

Once the homepage design has been reviewed we will go onto customise the rest of your website.

03

We will send you the website to review and you will let us know of any changes you wish to make.

04

We will make any amendments you ask for.

05

Your newly personalized website is ready to launch

NONE OF THE PACKAGES SUIT YOUR NEEDS?

WE ARE HERE TO HELP!



Please let us know if none of the three packages feels aligned to your needs.

Even if you have nearly finished customising your site and just need a little help to get you to launch day, we can help you out!



*MINIMUM BOOKING OF 1HR

If the task is to take less then an hour you will be charged for a full hour.



PRICE GUIDE CUSTOMISATION

We can customise your webpage or pdf price guide to match your website.

This service comes with one round of feedback and changes and is

priced according to our hourly rates.

FAQS



What if I don't like the mini rebrand you create?

That is okay... We can go through as many design round that you need to get your rebrand to a place you love. Design work is charged at \$100ph USD. The initial brand creation can take between 3 - 5 hrs but you are welcome to continue beyond this time frame until its right.

Why are fonts and design elements extra?

We are not allowed to redistribute fonts and the graphic elements so you will need to purchase them yourself. We will be sure to keep your budget in mind though. If you don't have a budget for fonts we can find free ones, although your website will have a much stronger personality if we have more creative freedom with fonts. The fonts we will choose range between \$20 - \$60 per font and we tend to use 2-4 custom fonts in a website.

Why are the design elements purchased from creative market and not drawn?

To keep this service affordable for you we will choose some appropriate illustrations, textures or patterns from Creative Market to go with your brand. This removes a huge chunk of time from the brand process as we arn't creating elements from scratch and we can quickly show you these elements for you to approve of. There are so many incredible design elements on creative market and although the design elements themselves wont be completely unique the way we use them with your brand will be unique.

FAQS



I don't have a logo. Can I still book this service?

Yes, we will type out your business name to create a wordmark logo and a stamp logo, using your business name initials. We will use glyphs and other design tricks to make this wordmark unique but we don't do custom lettering in this design package.

I don't have any copy written, can I still book in this service or should I wait?

I recommend booking in ASAP. We can complete the website setup + brand essentials without your copy. As part of the Website setup we will install your template and setup your webpages ready for you to jump on in and start writing your copy. If you can not complete your copy in the required amount of time we will pause your booking and invoice you for the completed work. You can then re-book in once you have your copy ready.

Do you offer copy writing services?

We don't do copy writing but we can recommend some copywriters if you like. You could also write your copy for your site and then hire a copywriter down the track to improve your copy. Copywriters usually prefer some copy to work from so you wont be adding an extra step to your copy writing but instead setting your copy up to simply get better in the future.

FAQS



I would like an ecommerce section to my website.

We can setup shopping ability in your site, weather it is an online course, presets, workshop or wedding albums, let us know your needs and I can give you an idea on the price + timeline for this.

How will I know who is designing my brand and customising my site?

Every designer at Studio Leelou has been handpicked for their incredible design talents and similar design style. Bridgette is our lead designer and will create your brand essentials and work in Showit with you. Liv is our Showit wiz and design expert who may work with Bridgette taking the brand and executing the design throughout your website.

Can you help me with SEO?

We recommend getting in touch with Robyn robyn@eleventy7marketing.com our SEO expert and adding an SEO service onto your chosen package if you are worries about moving your SEO from your current site to your new one or if you would like SEO setup in your new site.

HOW TO BOOK

ALREADY IN CONTACT

FIRST CONTACT

If we have sent you this guide directly, the next step is to let us know what package you are interested in. I will then forward the forms for you to fill out before we start your customisation.

If you have read through this guide and are thinking this is "perfect for me" get in touch at the following email address and let us know what package you are interested in and feel free to ask any question not covered in this guide.

bridgette@studioleelou.com



THANK YOU



We look forward to hearing from you!