

BRAND STORY *lounge*

WORDS & WEBSITE PROPOSAL
for Space Lifts by Amanda

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Hi Amanda,

Welcome to Brand Story Lounge! Here's how we can get you a website that helps your *luxury clients respect your price & process*:

Inside this proposal, you'll find a carefully curated strategy tailored to your current website goals. Since you already have a strong portfolio of client projects, our focus is on elevating how those works are presented while giving future firms and homeowners the clarity they need to confidently choose your studio.

Your unique combination of brand visual direction and interior textile expertise positions you as more than a designer. It establishes you as a creative authority who understands both aesthetic storytelling and material sophistication. That intersection is powerful. When communicated strategically, it becomes a compelling showcase of your expertise and builds deep confidence among discerning, luxury clients.

This proposal outlines how we ensure your website reflects that depth, clarity, and authority while guiding visitors seamlessly from admiration to aligned inquiry.

I'm excited for you to walk through it.

Warmly,
Shane
Brand Story Lounge



Hi, I'm *Shane*.

Helping you communicate your boundaries is my love language.

In my 15 years in the design industry, I learned is that trust doesn't come from always saying "yes" — it comes from clarity. Boundaries around your price and process don't limit your clients; they reassure them. And when clients feel that trust, they respect your value.

Here's how I do it for you:

form follows function

The structure of a space adapts to how people move within it—and your website should do the same. Its form should be shaped by your audience's behavior, not just aesthetics. That's why we start by understanding who your audience is and what drives them to book a consultation. From there, we design a website that guides them seamlessly, eliminating friction while keeping every step toward conversion intuitive and effortless.

balance over symmetry

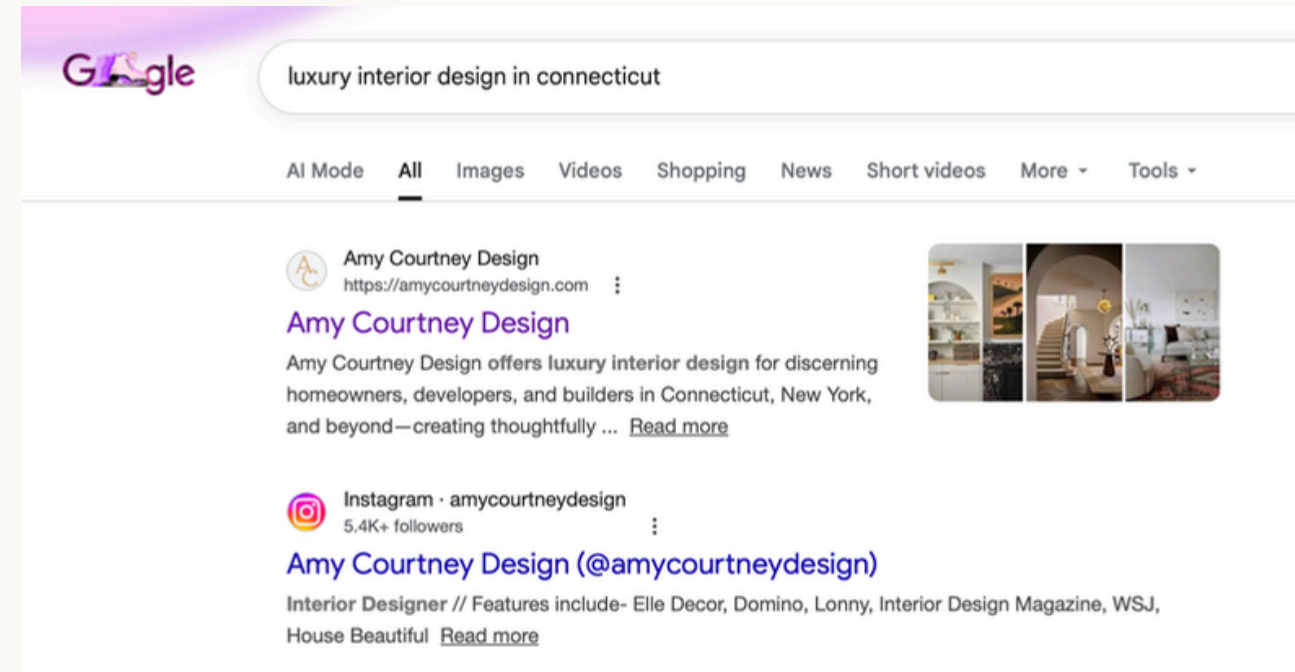
Symmetry creates order, but balance creates intention. In a room, perfect symmetry can feel rigid, while thoughtful balance feels effortless—just like in web design. Beyond structure, true balance comes from strategic spacing, focal points, and hierarchy, guiding visitors to what matters most. A well-balanced website, like a well-designed space, directs attention with purpose.

rhythm before pattern

Pattern brings familiarity, but without rhythm, it can feel monotonous. In both interior and web design, rhythm creates movement—guiding the eye naturally from one element to the next, encouraging engagement and seamless navigation. Like the spaces you create, a well-structured website strategically balances typography, spacing, and visual hierarchy to lead visitors effortlessly from section to section—keeping them engaged and guiding them toward action.

Results from *Creative Service Providers*:

Amy Courtney Design
Website + Copy



This is Amy Courtney Design's website on the 1st page of Google search for her ideal keyword, "location + service."

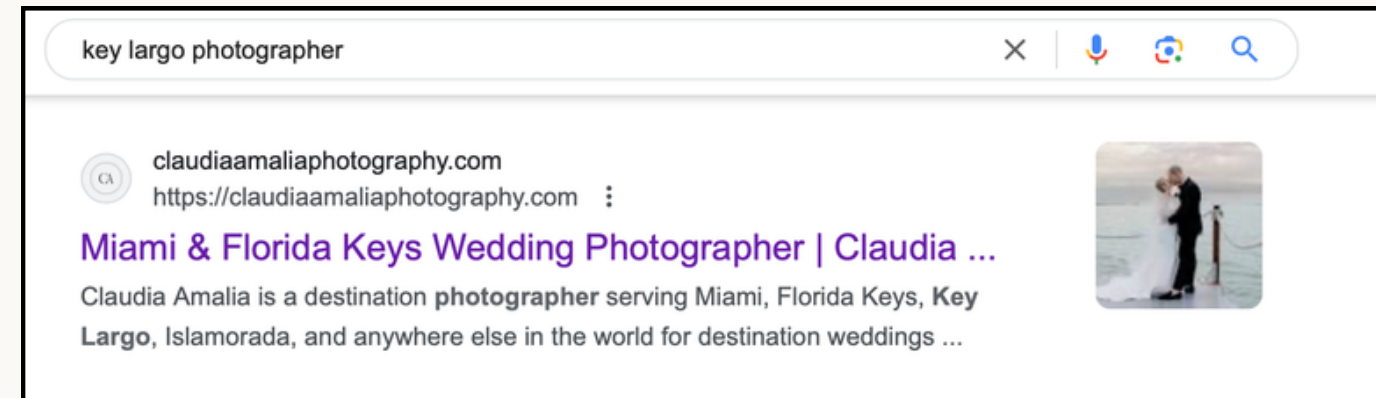
Amy grew her inquiries from aligned clients within 6 months after the launch.

"Shane understood my business instantly and made the process so easy. I walked away with a clearer brand voice and clearer services. The new site brought incredible clarity — and shortly after launch, my work was featured in Architectural Digest."

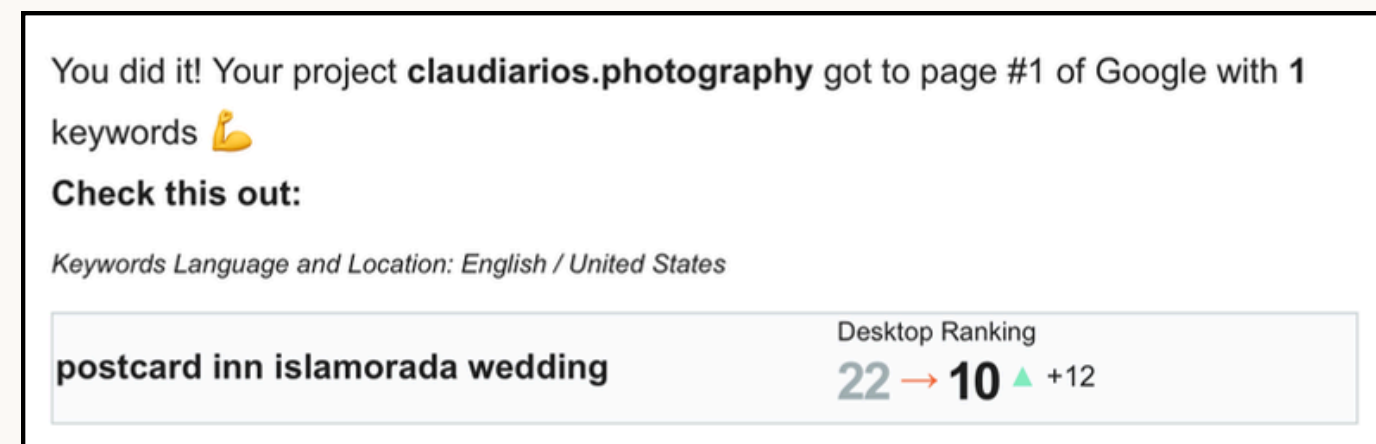
-Amy Courtney

Results from *Creative Service Providers*:

Claudia Amalia Photography
Full-Suite Copy & SEO



This is Claudia Amalia's website on the 1st page of Google search for her ideal keyword, "location + service."



2 months after the website relaunch, Claudia ranked on the top 10 of Google search. This means the website is getting seen on the first page when someone searches for a specific keyword.

LOCATIONS	US / EN [41]	CA / EN [0]	GB / EN [0]	US / ES [0]	MORE ▾
KEYWORDS	VOLUME	POSITION			
<input type="checkbox"/> florida keys wedding photographer claudiaamaliaphotography.com/	70	5	Search Results ▾		
<input type="checkbox"/> wedding photographers florida keys claudiaamaliaphotography.com/	70	6	Search Results ▾		
<input type="checkbox"/> florida keys wedding photographers claudiaamaliaphotography.com/	70	7	Search Results ▾		

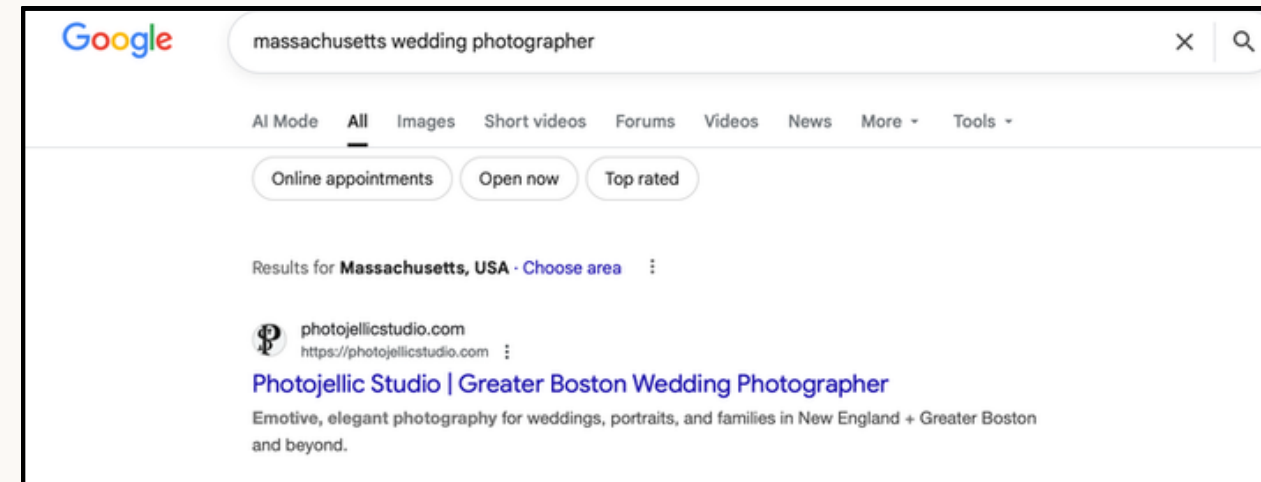
Within 3 months, Claudia Amalia's website gathered 3 new location + service specific keywords ranking on the 1st page.



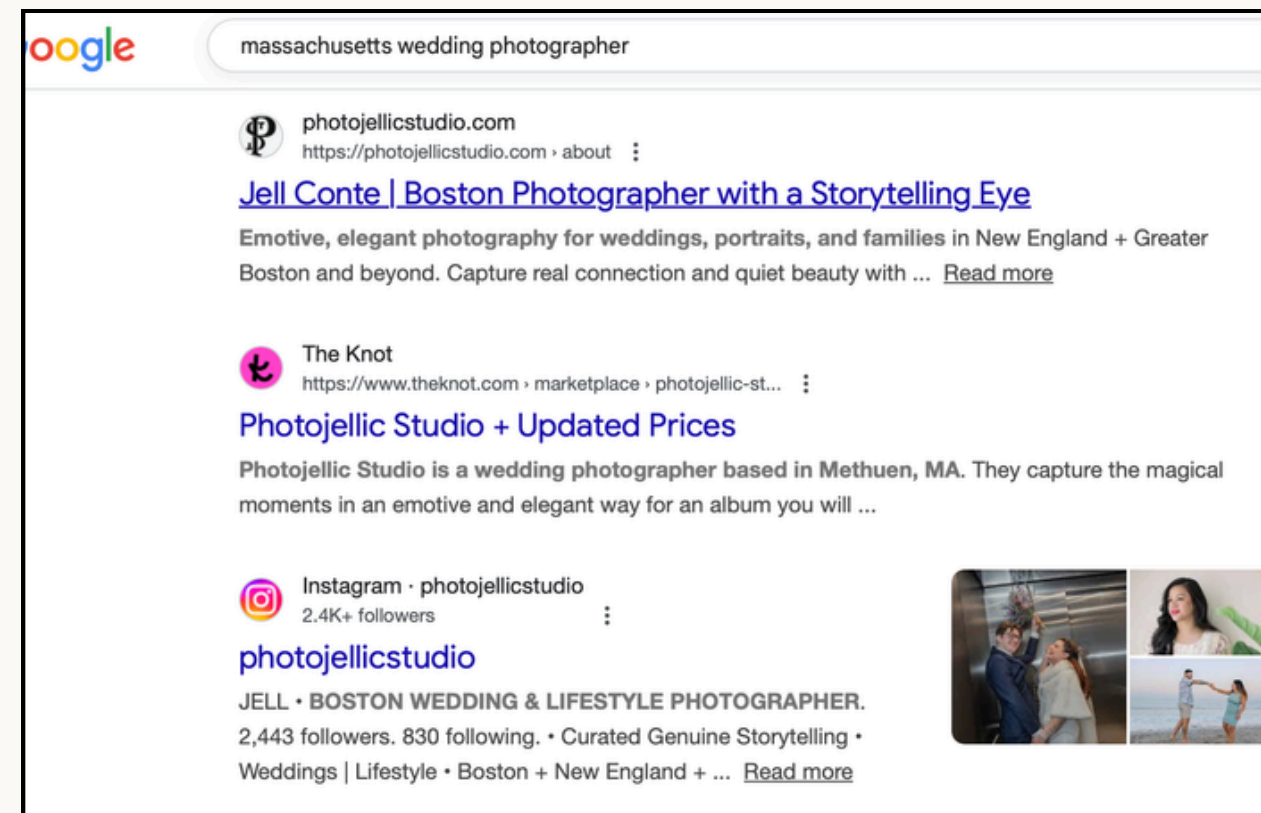


Results from *Creative Service Providers*:

Photojelic Studio by Jell Conte
SEO

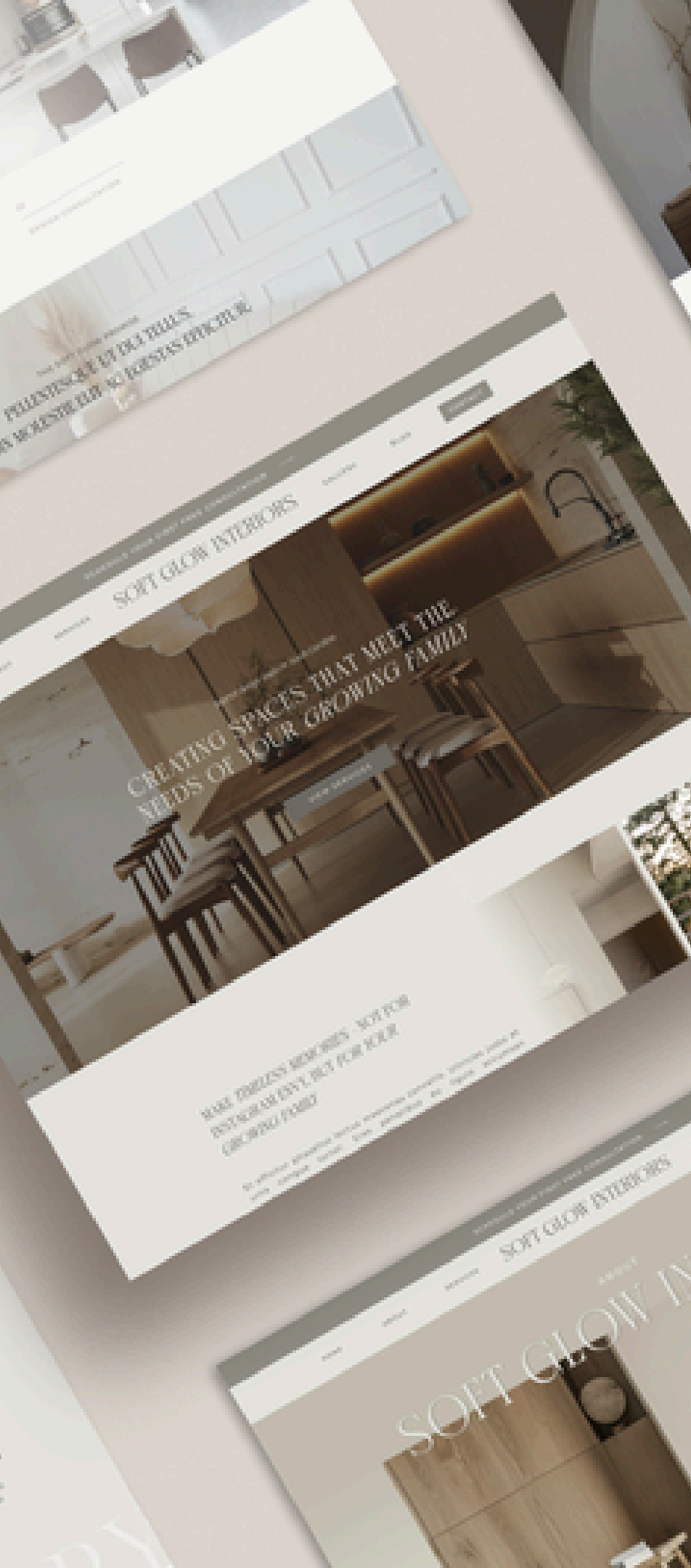


Four months after working with Jel, following a full website and copy optimization, her site reached page one of Google for a high-intent search term combining her location + core service.



Shortly after that win, multiple supporting pages began ranking on the first page as well, reinforcing her overall site authority.

As the foundation strengthened, we saw additional service pages climb in rankings across other locations, creating broader visibility and more consistent inbound traffic, not just for one page, but across the website as a whole.



THE WEBSITE LOUNGE

Foundational Site Build

- STRATEGY & FOUNDATIONS
 - Brand positioning review (vision, target market, offer clarity)
 - Ideal client profiling
 - Website strategy session
 - Site architecture / sitemap planning
- WEBSITE STRUCTURE & CORE PAGES
 - Homepage
 - About Page
 - Services Page
 - Portfolio Page
 - Contact Page
 - 404 page styling
 - Each page includes:
 - Strategic image & content layout planning
 - Conversion-focused copy structure
 - call-to-action placement
 - Mobile-responsive design
- TECHNICAL SETUP
 - Domain + hosting connection
 - SSL setup
 - Basic on-page SEO
 - Everything that makes Google recognize your website
- COPYWRITING GUIDANCE DOCUMENT
 - Page-by-page content prompts and writing structure
 - Headline and section guidance
 - Tone and voice recommendations
 - Key questions to answer per page
 - *Note: This does not include full copywriting, but provides a clear framework to guide you in creating strategic, conversion-focused content.*
- ONE-TIME PAYMENT COMPLEMENTARIES:
 - Blog page design + setup (ideal for studios planning to launch a blog for online visibility and authority within the first 2 years after the site launch)
 - 20% off monthly SEO maintenance for 6 months (service starts at 1,000 USD)

INVESTMENT: \$1,950 (+25% discount) = \$1,450

THE WORDS & WEBSITE LOUNGE

Foundational Site Build + Full Copywriting

- STRATEGY & FOUNDATIONS
 - Brand positioning review (vision, target market, offer clarity)
 - Ideal client profiling
 - Website strategy session
 - Site architecture / sitemap planning
- WEBSITE STRUCTURE & CORE PAGES
 - Homepage
 - About Page
 - Services Page
 - Portfolio Page
 - Contact Page
 - 404 page styling
 - Each page includes:
 - Strategic image & content layout planning
 - Conversion-focused copy structure
 - call-to-action placement
 - Mobile-responsive design
- TECHNICAL SETUP
 - Domain + hosting connection
 - SSL setup
 - Basic on-page SEO
 - Everything that makes Google recognize your website
- FULL WEBSITE COPY
 - Strategic messaging development aligned with your positioning
 - Professionally written copy for all core website pages
 - Conversion-focused headlines and subheadlines
 - Clear call-to-action writing
 - Service descriptions structured for value perception
 - About page narrative development
 - SEO-informed on-page copy integration
 - Two rounds of copy revisions
- LEAD MAGNET CURATION + LAUNCH SUPPORT
 - Lead magnet naming and offer framing
 - Opt-in page design & copywriting
 - Thank-you page copywriting
 - Welcome email copy (3 emails)
 - CTA placement strategy across the website
 - *NOTE: Ideal for designers who want to pre-qualify and educate potential clients in advance, establishing expectations and elevating the quality of every project relationship.*
- ONE-TIME PAYMENT COMPLEMENTARIES:
 - Blog page design + setup (ideal for studios planning to launch a blog for online visibility and authority within the first 2 years after the site launch)
 - 20% off monthly SEO maintenance for 6 months (service starts at 1,000 USD)

INVESTMENT: \$4,350 (+25% discount) = \$3,150

PROCESS OVERVIEW



01. Laying the Foundation

A strategic deep dive to clarify your vision, positioning, services, and ideal client before any design begins.



02. Drafting the Blueprints

We translate strategy into structure, mapping your site architecture, messaging flow, and conversion pathways.



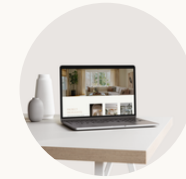
03. Blueprint Approval & Asset Procurement

Final approvals are secured and all necessary assets, materials, and platform access are gathered to prepare for build.



04. Framing the Structure

Your website takes shape through strategic copywriting, intentional design, and responsive development. Your feedback & revision request will polish the structure.



05. Launch & Post-Launch Support

Once everything's polished and aligned, we'll launch your refreshed, SEO-friendly website that invites the right audience and helps luxury clients respect your price & process! You also get 2-week post-launch support for all things technical.

[VIEW PROJECT CALENDAR](#)



PAYMENTS OPTIONS

OPTION 1: 1-TIME PAYMENT *

Invoice Schedule: Upon the start of the contract

*The one-time investment option includes a complimentary add-on based on your selected service lounge.

OPTION 2: 2 PAYMENTS

Invoice Schedule:

1st invoice: 50% upon the start of the contract

2nd invoice: 50% before the revision phase begins

FREQUENTLY ASKED QUESTIONS

1. How long does the website build take?

Timelines vary depending on project scope and responsiveness during the content and revision phases. On average, a full website build takes between X-X weeks from the start of the strategy phase to launch. A detailed timeline will be provided at the beginning of the project to ensure clear expectations. Please view your [project calendar](#) for this information.

2. What is your revision process?

Your project includes a structured revision window during the refinement phase. Feedback must be submitted in a consolidated format to ensure efficient implementation. Revisions focus on refining the agreed-upon strategy, design, and messaging rather than introducing new directions outside the original scope.

Additional revisions or scope changes beyond what is outlined in your agreement may be subject to additional fees.

3. Do you offer refunds?

Due to the strategic nature and time investment involved in each project, all payments are non-refundable. Once a project has begun, resources, planning, and development are immediately allocated to your build.

If unforeseen circumstances arise, we are committed to open communication and will work together to find a fair and professional solution within the terms of our agreement.

4. What do you need from me during the project?

Your timely communication and collaboration are essential to keeping the project on schedule. This includes submitting requested materials during the asset procurement phase, reviewing drafts within the designated timeline, and providing consolidated feedback during the revision stage.

Delays in communication or asset delivery may affect the overall timeline.

5. Can I request additional features or changes during the build?

If you'd like to add features or expand the scope during the project, we're happy to discuss it. Any additions beyond the agreed scope will be reviewed and quoted separately before implementation.

This ensures the project remains organized, focused, and aligned with the original objectives.

NOTE: All details provided on this page are for informational purposes and may be superseded by the terms and conditions stated in the signed service agreement.

NEXT STEPS

01. Enter the Lounge

You'll be sent to a contact form where you can tell us about your brand goals & what you want to achieve for your website. After this, I will prepare a project proposal highlighting the strategies we will implement on your brand.

02. Sign the Contract

Sign our contract agreement and send the initial deposit. All the steps are laid out inside the lounge.

03. Lounge while I do all the heavy-lifting

Once the project contract is signed and the deposit is paid, the project will begin unless a specific project start date is agreed upon.

Welcome to Brand Story Lounge!

ENTER THE LOUNGE

