WEST

STUDIO WEST DESIGN CO.

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AUDITS

Front End Website Audit

$500

+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

$500

+full audit of the front end of the backend of your website with recommendations

+start stop keep analysis

+review of heat map to see where customers are spending their time

+view site map and website health score

+large presentation with results and feedback based on audit

+ability to assist on recommendations/adjustments made at an hourly rate

Social Media Audit

$500

+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

$250

+1 hour brainstorm call

+Brand fonts decided

+Brand colors decided

+1 logo created (1 round of edits included)

+Brand icon created

If not now, then when - **Brand Package**

$2,000

+1 hour branding + brainstorm call

+Branding vision document created

+Brand fonts decided (font files shared)

+Brand colors decided

+Logo created (narrow down from 4 options)

+Brand icon created

+Custom brand guide created

+10 feed + 10 story designs brand guidelines in canva

+1 business card design (or marketing material of your choice)

WEST
FULL SERVICE DIGITAL AGENCY

WEB DESIGN

Basic Website Design

$3,000

  +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

$5,000

  +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.

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WEB DESIGN

Shopify Web Design

fee determined following consult

   +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 <u>contact us</u> 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

$500

+10 gifs

+1 round of edits

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

+Monthly Social Feed + Story Graphics

$1,000

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

+unlimited (within reason) graphics to be used for social purposes only (feed, stories, banners)

+3-month commitment required

+Monthly Story Graphics

$500

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

+3-5 story designs per day for IG/FB stories (5-7 days per week)

+option of an SWDC account manager posting stories daily for you at your desired post time

+3-month commitment required

+Merch / Marketing Materials

quoted on a project by project basis

+please contact us for a custom quote

SOCIAL MEDIA

Social Media Management

$3,000/mo

+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

+as many 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 seperately. We have a list of recommended photographers and videographers we love to work with that we are more than happy to share. 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

$2,000/mo

+ 5 ad campaigns per month

+ 5 unique ad copies

+ 10 unique ad graphics

+ Up to 25 ads total depending on needed variations of copy/graphic

+ 1-hour initial strategy call

+ Competitor Ad Analysis

+ Facebook pixel setup for conversion tracking

+ Customer 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 15 min check-in call

+ Weekly ad optimizations

+ End-of-month performance report

PAID ADS

Intermediate Plan:

$1,200

+ 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

$500

+ 1 ad campaigns per month

   + 1 unique ad copy1 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

Optimization Package

$250

+ Review ad copy, graphics, audience targeting and campaign setup

+ Optimize current campaign setup

+ Provide recommendations for client to implement

+ Customer creates all initial copy and graphics

Ads Package Add-On's

+ Landing page creation for offer - price determined based on platform of website

+ Extra ad graphics - $25/per additional graphic

+ Backend Funnel Creation - $500

+ Funnel Strategy Call - $150

S E O

SEO Foundation Build

$1,500 for entire package

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

S E O

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

S E O

SEO Monthly // Packages

Full SEO Management and Reporting

$1,500/month

+ 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

SEO updates Basic Monthly Reporting

$250/month

+ Keyword rank report

+ Keyword tracking Traffic and Demographic report

+ Full SEO dashboard and software access with real time data

+ Site audit run

+ Full SEO analysis monthly 1 hour of SEO review, updates and recommendations

Monthly Services - A la carte

Monthly keyword ranking report – $50

Monthly traffic and demographic report – $50

Monthly technical audit review of any website errors– $50

Ongoing technical assistance – $150/hour

Monthly content creation – $200/blog post

   + 2-4 high quality blog posts per month

HOURLY RATES

Standard Hourly Fee
$100/hour

Hourly Graphic Design Fee
$150/hour

Hourly Web Design Fee
$150/hour

Rush Fee
+$25/hour for any projects needing to be turned around
In 24 hours or less / on the weekends (if approved).

PLEASE NOTE:

Hourly rates are only used after the hours are maxed out within a
package you have already purchased from Studio West or if the work
you are requesting falls outside of the scope of the agreed-upon
project. We do not work solely at our hourly rates. We will approve with
you prior to us moving into hourly work!