SOUTH GROVE STUDIO

INVESTMENT GUIDE

2020

WEBSITE DELIVERABLES:

no. 1	One Custom-Designed Website*
no. 2	Mobile-Friendly, Responsive Design
no. 3	Search Engine Optimization (SEO)
no. 4	404 Error Page
no. 5	Contact Form Design
no. 6	Domain Name Transfer or Connecting

*Website is built on Showit and includes up to 6 custom pages (not including 404 page)

BRANDING DELIVERABLES:

no. 7	Custom Logo Design
no. 8	Favicon Logo Design
no. 9	Color + Font Branding Guidelines
no. 10	Brand Design Mood Board

INVESTMENT: *$2,000*   TIMELINE: *2 WEEKS*

WEB DESIGN
+ BRANDING

THE SERVICE

- Our undivided attention. We only work with one client at a time, so we're all yours for two weeks!

- Seven days to request unlimited edits and revisions to your website , using the revision form inside the Client Portal

- Consultation & tech support

SUPPORT MATERIALS

- Design + style questionnaire

- Workbook for gathering content

- Our Welcome Packet

- Login access to the Client Portal

- Branding Guidelines for future reference

- Our Launch Packet

01 CONSULT

We kick things off with a complimentary consult call, which you can book using our call scheduler. This gives us a chance to get to know one another, discuss your venue, and collaborate on digital strategy. If we both agree that we're a good fit to work together, we'll get started by booking a project.

02 BOOKING A PROJECT

To secure a date on our booking calendar, we first request a 50% non-refundable deposit. Once the first invoice is received and the design contract has been signed by both of us, you'll be scheduled on our design calendar for the date you choose.

03 PRE-PROJECT

Before our project begins, you'll receive your Welcome Packet and the login for your client portal, where you'll find your client homework. Our Welcome Packet will walk you through the steps of gathering website content, taking our design questionnaire, and getting some inspiration for your new site!

04 WEEK ONE

During our first week together, we'll begin crafting your branding + website using your target demographic, marketing goals, and brand personality for guidance. On Friday, you can expect an exciting email with a first glimpse of your new site!

05 WEEK TWO

During our second week together, you can send unlimited edits & revisions through the feedback form (found in your client portal) and we'll get your site polished up! By launch day, your site will be fully functional, custom designed, mobile friendly, Search Engine Optimized, and easily editable.

06 LAUNCH DAY

We will take care of the technical steps of getting your website launched, so that all you have to do is shout about your new site from the (digital) rooftops! You will also receive your branding and custom design files, which you can reuse for marketing in the years to come!

HOMEWORK

complete the design questionnaire

Inside of the client portal, you will find a questionnaire with questions that will help us to nail down the style and design direction for your new website.

submit site content (photos + text)

With the help of our Content Gathering Guide, you'll compile the photos and text you want on your website and submit everything before our project start date.

request website edits & revisions

Use our Revisions Form inside the client portal to request edits to your new site. You'll have seven days to request as many edits as you'd like.

show off your new website!

After launching your new website, we'll send you all of your design files and keep in touch for any technical support you may need!

DESIGN CONTRACT

If we decide that we're a good fit to work together, you'll be sent a design contract to digitally sign. This contract is in place to protect both of us in the case of unforseen circumstances. It also outlines what both of us are responsible for providing (yours will be the client homework, while ours is quite the laundry list!).

INVOICING

First Payment

To secure a date in our design calendar, we require a 50% non-refundable deposit.
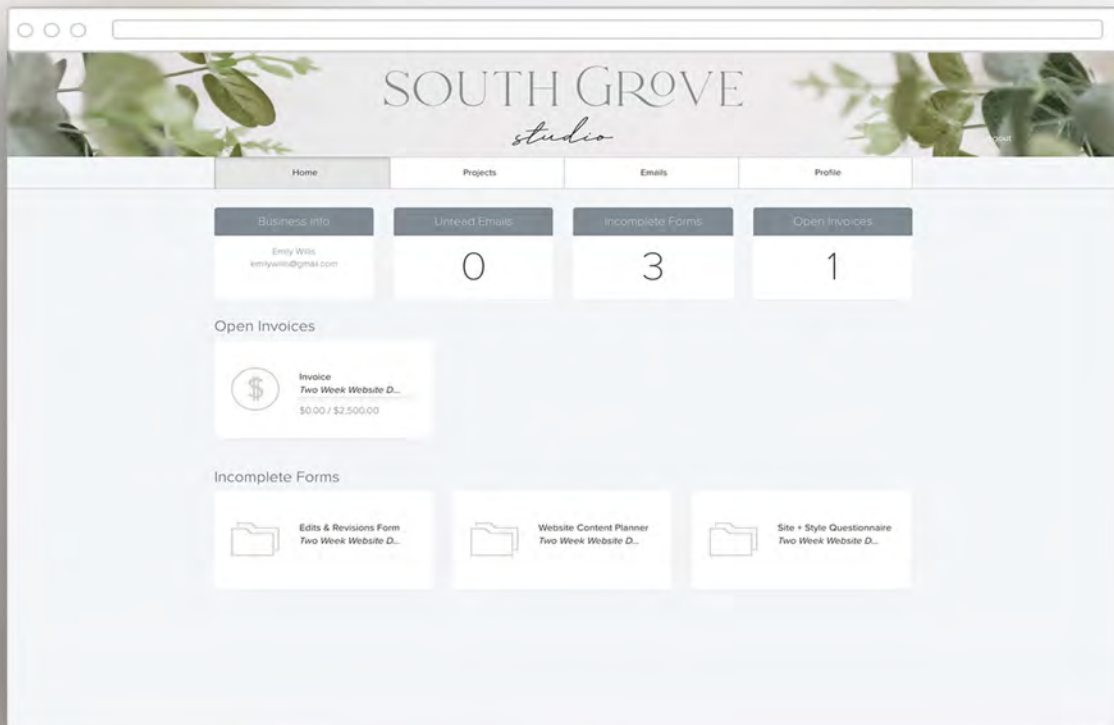
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Second Payment

The remaining 50% will be due on the final invoice, payable after your website is fully built and the day before we launch!

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All invoices will be requested & paid via the Client Portal, which uses a management system to allow secure payments through credit card or bank transfer.

THE
CLIENT
PORTAL

We have created a personalized client portal for you to keep track of our project together. This is where your signed contract, invoices, copies of email messages, and client homework all live. Our clients receive a login to their unique client portal, where they can keep track of our project in one convenient place online.
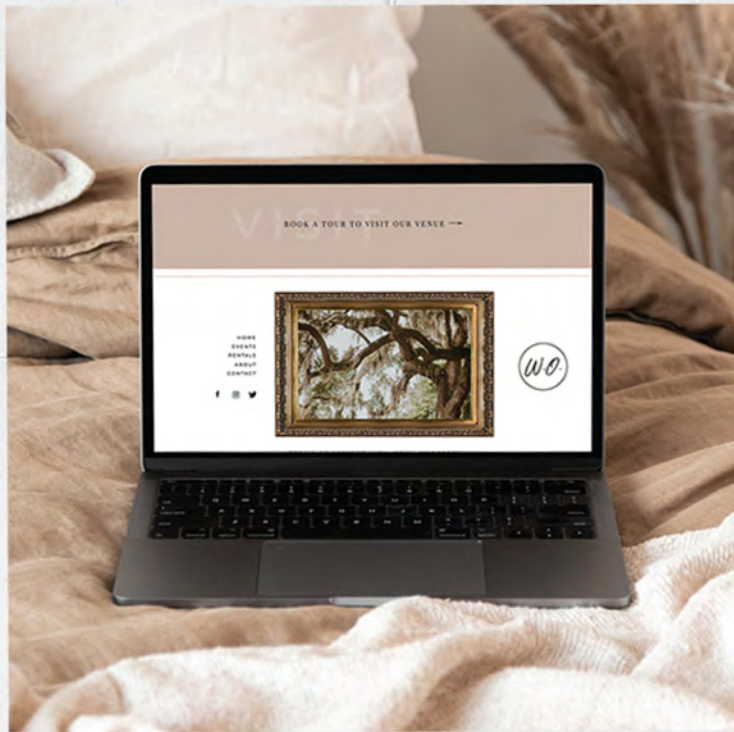
+ View & sign contracts digitally

+ View & pay invoices securely

+ Upload website content (photos + text)

+ View copies of all of our project emails

+ Complete design questionnaire(s)

+ Request website edits & revisions

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"If you don't hire Alyssa, you're really missing out! My website

is so much more attractive and user-friendly now that it looks far

more professional. I know it will give clients a more favorable

impression of my business and incline them to purchase my

services. My website came together in a way more beautiful and

functional than I could have hoped. I couldn't be more pleased

with my experience working with Alyssa."

———

stephanie ross

I'm so excited and grateful that you're considering working with South Grove Studio. I founded South Grove Studio with the hope to help small businesses, like myself, overcome the obstacles of growing their business online. I look forward to getting to know you and becoming your biggest cheerleader as we work together to transform your business. Let's get started, shall we?

the

BRAND PROMISE

South Grove Studio was founded on principles and values that drive every aspect of the business. I view my business through the lens of Matthew 15:14-30, the Parable of the Talents. This passage illustrates that to whom much has been entrusted, much will be expected. I'm so honored and humbled to work with small businesses who trust their business in my hands. This is something that I don't ever take lightly or for granted. My greatest hope is to serve you and your business with integrity, respect, diligence, and encouragement every step of the way.

alyssa turner

Q: What platform will the website be built on?

A: We design our websites using either Showit or Squarespace, based on the client's preference. During our consultation call, we'll be happy to discuss both platforms and which would be the best fit for your business.

Q: Why do you recommend Showit?

A: We always recommend Showit because of its unparalleled design ability and SEO capabilities. Showit allows your website to be more customized & unique, leading to a higher quality finished product.

Q: Will you design a website on Wix, Wordpress, Shopify, or other platform?

A: Currently, we only offer website design projects using Showit. We do, however, provide full website migration from another platform to Showit, should you want to complete a design project with us. If you have more questions about website platforms, don't hesitate to reach out to us!

Q: How will the website be transferred?

A: The website will be designed on our company's account, then transferred to your account after the final invoice is received. We will handle the logistics of getting your site transferred, after which you will have complete ownership!

Q: Will I keep the same URL?

A: Yes! We will take care of transfering, connecting, or maintaining your URL. Even if you switch website platforms (ie. Wix to Showit), you will be able to keep the same website URL address.

Q: What is SEO?

A: SEO stands for Search Engine Optimization. This relates to how easily a potential clients can find your business using search engines, like Google. We always implement SEO best practices into your site, meaning you will reap the benefits of more clients finding you organically online.

Q: I already have a logo that I'd like to use for my site. Is there a package without branding?

A: Of course! Contact us and we'll be happy to provide you with a custom quote for your website design project, sans-branding.

Q: Will you write my website content/copy/text for me?

A: Unfortunately no, although we do provide an in-depth guide with tips for gathering all of your photos and text content for your site. While building your site, we always keep an eye out for typos and can lightly edit your text. We always format your images and graphics for web format, as well.

Q: Do I need to have my photos & text ready before the project starts?

A: Yes, all of your client homework will be due prior to our project start date. This includes your website content, completing the design questionnaire, and securely submitting your login information, if necessary.

Q: How do I request edits?

A: On Friday of the first design week, you'll receive a live link to your website-in-progress. Then, you can submit edit requests through your Client Portal. You'll have seven days to request unlimited edits to your site!

Q: Will I be able to edit and maintain my site afterward?

A: Absolutely! With every design project, we film a personalized video tutorial on how to use, edit, and maintain your website. You can save this video on your computer and reference it anytime you need to make changes to your site. Showit and Squarespace are both very user-friendly.

Q: When is your next available design date?

A: We book anywhere between 1 month to 6 months in advance. Contact us to find out our next available date.

Q: I need a website ASAP. Do you offer rush timelines

A: We stick to a 2 week process for our web design projects and do not currently offer rushed timelines. However, feel free to shoot us a message with the details of your project, and we can work on finding a solution together.