

styled
web
design



BRAND & WEBSITE

Styling Services Info Pack

STYLEDWEBDESIGN.CO.NZ



ABOUT

Styled Web Design is a branding & website styling boutique based in Nelson, New Zealand committed to helping girl bosses, female entrepreneurs, beauty brands, and personal brands to look classy fabulous online through strategic, stylish and creative brand and web design so they can show up confidently online. I love working with fellow creative girl bosses who are living their passion and making money doing what they love.

I create stylish, personality-based brand and web designs for clients both locally and internationally and for businesses of all sizes. The heart of my business is to align your **STYLE** and personality to your brand. We will work collaboratively to ensure your business gets the attention it deserves online with strategic and creative design. I create designs that are classy, feminine and reflects your personality, brand message and values.

Jephany Barut

BRAND STYLIST & WEB DESIGNER
FOUNDER OF STYLED WEB DESIGN

SERVICES



THE STYLED BRAND

Brand Styling

The Styled Brand design package helps you shape your brand identity by aligning your **style** and **personality** with what you offer. It includes a full brand strategy that makes you stand out and capture the hearts of your audience with the right creative message and appeal.



THE STYLED SHOWIT

Showit Website Design

The Styled Showit is a 4-page custom website design package developed in an easy-to-use website platform - **SHOWIT**. This sets you up with a strategic, stylish, and creative website that truly reflects your brand. This is the best option for female entrepreneurs who want an **easy-to-edit**, gorgeously styled and unique, done-for-you site.



THE STYLED WORDPRESS

WordPress Website Design

The Styled WordPress is a 4-page custom website design package developed on **WORDPRESS**. This package sets you up for powerful integrations. This is the best option for online female entrepreneurs who want to have a **robust and powerful** website that requires advanced integrations.



the styled brand

INVESTMENT: \$895 NZD

The Styled Brand design package helps you shape your brand identity by aligning your style and personality with what you offer.

It includes a full brand strategy that makes you stand out and capture the hearts of your audience with the right creative message and appeal

[LEARN MORE](#)

What's included:

- 1-hour brand style & strategy session
- A comprehensive brand personality quiz to pinpoint your values and style
- 3 logo concepts, including a primary logo, alternative logo and submark + 2 revisions
- Premium font selections and your customised Styled colour palette
- A comprehensive Brand Style Guide that includes an inspiration/mood board and brand board (logos, fonts, and colours)

How it works:

- Fill out Styled Brand Design Questionnaire/Brand Brief
- Using your brief as a guide, I will start to create concept proposals and draft out designs and send to you for approval and sign off.
- There are 1-3 rounds of feedback included in this project timeline. To stay on schedule, feedback needs to be made within a maximum of 3 days.
- Finalise branding & deliver logo files in png, jpeg & pdf. Raw files extra.

the styled social

INVESTMENT: \$395 NZD

Custom styled and on-brand graphic design for social media. Editable on Canva. Easy to edit and fully customizable. Reuseable format. Custom dimensions. Personalised for your business.

Note: This is not a Insta management plan and you will be responsible for any posting and scheduling. Users will need a basic knowledge of Canva.

GET STARTED



What's included:

- 1 hour Strategy Call
- Content Pillars Research
- Mood Board + Font Choices + Color Palette (Font licenses are billable if applicable)
- 16 Social Media Graphic templates editable in Canva
- 4 Story templates
- 2 Carousel templates

How it works:

- Fill out the Brand Questionnaire/Brand Brief
- Using your brief as a guide, I will start to research your content pillars in your industry and draft out designs for social media and send to you for approval and sign off.
- There are 2 rounds of feedback included. To stay on schedule, feedback needs to be made within 3 days.
- Finalise & deliver final design templates.

the styled template

1-WEEK WEBSITE

INVESTMENT: \$2,195 NZD

Launch your site in just a week at half the cost of a fully-custom website with a pre-built design customised to fit your brand.

Note: This is a semi-custom website design service that is more affordable using STYLED WEB pre-built Showit Design templates available in the Styled Web Shop.

[LEARN MORE](#)



What's included:

- 1-hour of Style Discovery session
- 4 Designed Pages + Bonus Gallery Page
- Access to the design mockup in Canva
- 10 hours of design customisation
- Website Development in Showit only
- Turn-over video guide
- Delivery in a week

How it works:

- Style discovery call
- Using your brief as a guide, I will start to research your content pillars in your industry and draft out designs for social media and send to you for approval and sign off.
- There are 2 rounds of feedback included. To stay on schedule, feedback needs to be made within 3 days.
- Finalise & deliver final design templates.



the styled showit

INVESTMENT: \$3,495 NZD

The Styled Showit is a 4-page custom website design package developed in SHOWIT. This sets you up with an SEO-optimised copy, strategic website design and well-developed for functionality. This is the best option for female entrepreneurs who want an easy-to-edit, gorgeously styled and unique, done-for-you site.

What's included:

- 1 hour Strategy Call
- Industry Competitor Research
- 4 Custom Web Pages Design
- 2 Design Revisions
- Web Development in **Showit**
- Responsive Design + Basic On-Page SEO
- 1 System Integration (system setup extra)
- Turn-over guide + Video Tutorials

How it works:

- Approve the quote and book your project date and sign the Agreement Contract
- Fill out the Project Intake Form and prepare for some Website Prep work
- Research and draft out a design mock-up that reflects your brand style for you to review and approve. You get 2 rounds of refinements until design is finalised.
- Site development will kick off. Perform website responsiveness, testing, site optimisations and then deploy it for launching!



the styled wordpress

INVESTMENT: \$3,995 NZD

The Styled WordPress is a 4-page custom website design package developed on WORDPRESS. This package sets you up for cost-effective, growth-focused website that allows powerful integrations. This is the best option for online female entrepreneurs who want to have a robust and powerful website that requires advanced integrations.

What's included:

- 1 hour Strategy Call
- Industry Competitor Research
- 4 Custom Web Pages Design
- 2 Design Revisions
- Web Development in **WordPress**
- Responsive Design + Basic On-Page SEO
- 1 System Integration (system setup extra)
- Turn-over guide + Video Tutorials

How it works:

- Approve the quote and book your project date and sign the Agreement Contract
- Fill out the Project Intake Form and prepare for some Website Prep work
- Research and draft out a design mock-up that reflects your brand style for you to review and approve. You get 2 rounds of refinements until design is finalised.
- Site development will kick off. Perform website responsiveness, testing, site optimisations and then deploy it for launching!

Website Only Packages

Have your website copy and branding sorted? Great!
Below packages are perfect for you if you only need a
4-page website design + development

STYLED TEMPLATE

Website Research + Strategy

Semi-custom design

Customise a
pre-built design tailored to
fit your brand for up to 10
hours only

1-2 revisions included

Extra revisions are billable

\$2195 NZD

CUSTOM SHOWIT

Website Research +
Strategy

Fully-custom design

4 designed pages + 2
revisions

Website development on
Showit

Basis SEO

\$2495

CUSTOM WORDPRESS

Website Research +
Strategy

Fully-custom design

4 designed pages + 2
revisions

Website developed on
WordPress

Basis SEO

\$2995

Payment Options

You can choose many different payment options:

50 deposit and 50 final payment prior to delivery

30/30/40 payment plan spread fortnightly

20/20/20/20/20 payment plan option spread fortnightly

ALA CARTE SERVICES

WEBSITE COPY

INVESTMENT: \$295/ PAGE

- 1-hour of brand voice and message discovery + services positioning
- SEO-optimised website copy (650 words per page)
- Competitor research within your industry and keyword/keyphrase research for SEO

SYSTEM SETUP

INVESTMENT: \$395/SYSTEM

- Setup of systems like booking system, CRM, business email setup, email marketing software setup, etc

SHOP SETUP/ ADD-ON

INVESTMENT: \$995 (ONE-TIME FEE)

- Need to add a shop? No worries! Depends on the platform you have chosen to build your site, this add-on will allow you to add a shop.

TECHNICAL SEO

INVESTMENT: \$295 (ONE-TIME FEE)

- This package sets you up for a SEO ground work to make sure your website is being indexed and crawled by search engines.



the styled web process

Step 1

Like my design style and want to start with the design process? Make sure we are a good match and get in touch. Book a [FREE 15min style discovery session](#) (or) you can fill out the web design project brief to get a custom quote.

Step 2

Approve the quote and book your project date and sign the Agreement Contract that mentions the Terms, Payment details, timeframe, and pay the required deposit. And get ready for some homework using a Website Content workbook provided.

Step 3

I will then start to research for inspiration and draft out a styled design mock-up that reflects your brand style for you to review, request for changes, and approve. You will get two-rounds of refinement to finalize the design before moving on to development.

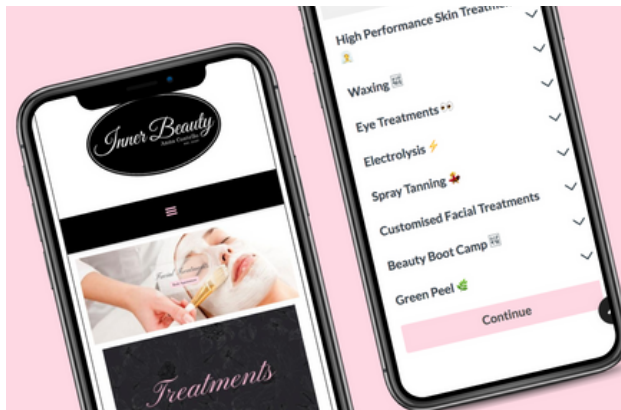
Step 4

Once the design proof has been finalised, I now begin with site development. Work on website responsiveness, perform complete final testing, site optimisations and then it's time to celebrate your new website launch!

PORTFOLIO

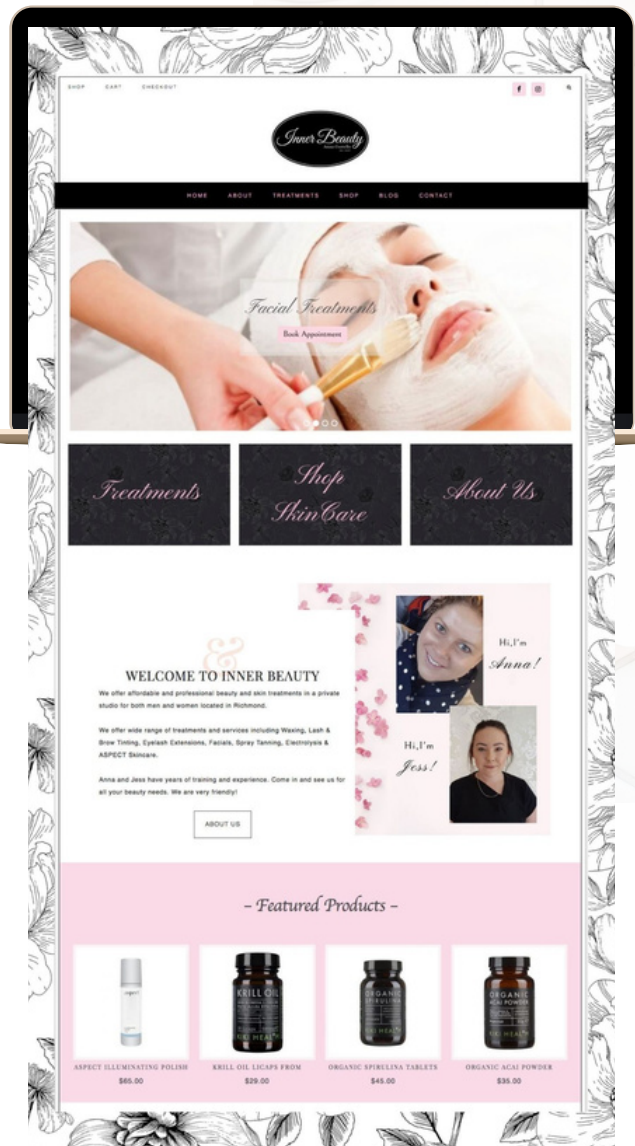
Inner Beauty (Beauty Brand)

Anna, the owner of Inner Beauty is passionate about skincare. She wanted an elegant website design that really reflects her business. She had this beautiful wallpaper that inspired her branding. She approached me to discuss her plan on adding a shop and integrate her booking system. I convinced Anna to start with a new website design.



Project outcome

Elegant, feminine, and custom WordPress website design with bespoke page layouts, parallax features, and unique wallpaper background detail. A brand new and stylish web presence that adds functionality for amazing user experience. An integrated booking system for secure and seamless appointment booking. An added E-commerce functionality to sell products on her website.



[VIEW LIVE SITE](#)

PORTFOLIO

Balancing Act - Personal Brand

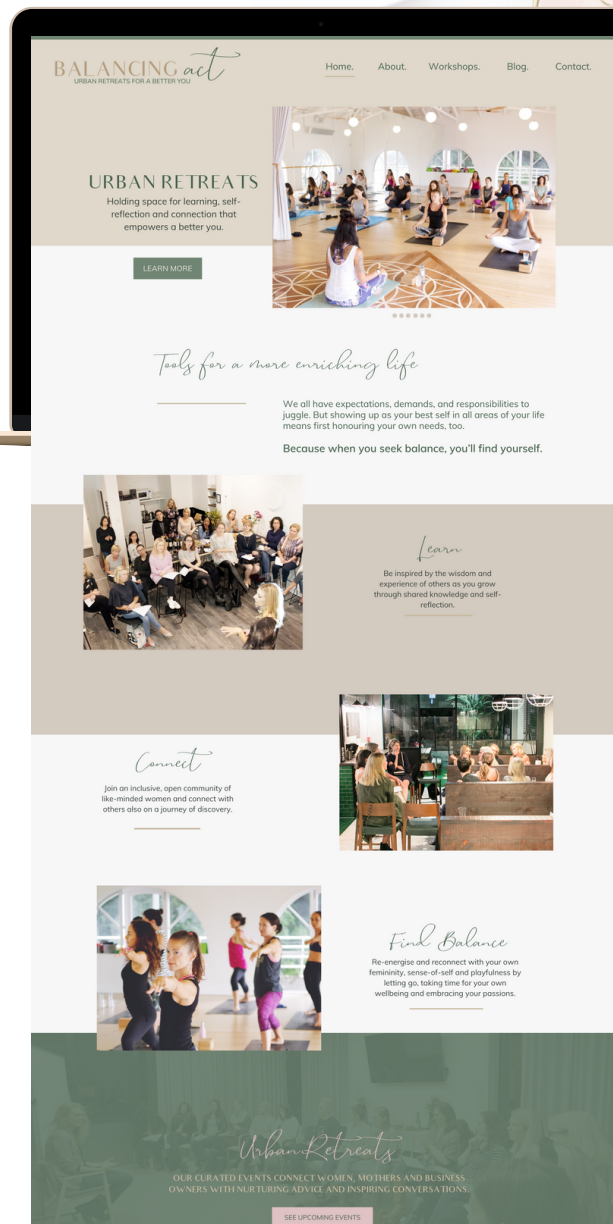
Karina, founder of Balancing Act, struggled with the look and feel of her website. She wanted a website that looks more professional, shows more personality, speaks of the brand values, mission and vision. It needed a fresh brand & online presence makeover that speaks of the brand values.

MOODBOARD



Project outcome

Worked on a full brand and website revamp to re-define and communicate the brand's mission and values. Recommended a polished copy, and use of warm tone color palette that conveyed relaxed and friendly vibe while also looking elegant & professional. The new website now reflects the right vibe and has generated higher conversion rate.



[VIEW LIVE SITE](#)

CLIENT LOVE

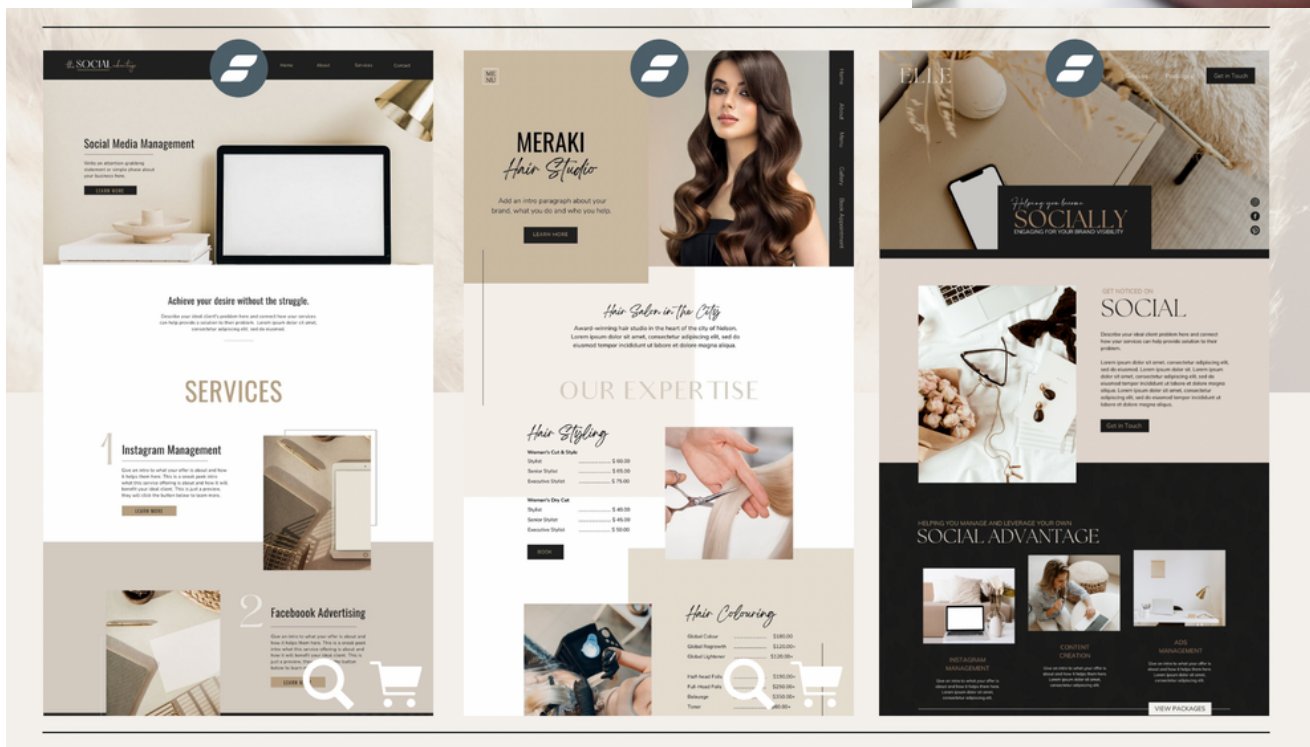


"I am very proud of the website and I am now confident to share it with my sponsors and future sponsors/partners. It has generated higher conversation rates and I am generally much more confident about my website and as a result my business and the work that I have done so far. The website has helped me showcase all the work that I do."

KARINA, BALANCING ACT

SHOP TEMPLATES

Elegant Showit Website
Templates designed for online
female entrepreneurs with style



[VIEW STYLED WEB SHOP](#)

THE FAQs

What type of clients do you work with?

My clients are mostly women in service industry like beauty therapy, coaching, and other creative industry.

Do I need to book in advance?

Yes. In most cases this is advisable. I usually book about 3-4 weeks in advance.

What website platform do you work with?

I design and develop in 2 platforms - **WordPress** and **Showit** depending on your preference and site requirements and functionality.

Do I need to have my content ready before project starts?

Yes. You must have all content ready to go by our agreed upon start date. This may include service offerings, copy and imagery for a website project, branding ready for social templates, or your business name and identified ideal target audience for branding design.

Can you add more pages to my site later or a shop?

I am also here for you post project! Adding additional new pages to the website is between \$295-395 per page depending on the amount of content needed on that page. Need a shop? I'll provide a quote depending on the number of products you have & functionalities & integrations you require.

Is my deposit refundable?

No. All deposits are non-refundable as it is my way of securing your spot in the queue. I turn away others for your reserved time slot, so if you back out of the project you may leave an empty spot that could have been given to another client.



Book a Style Chat

Get in touch with me via the website and leave me all the juicy details about your project. Want to schedule an online/phone chat too? Simply fill out the contact form and you'll be taken to the scheduling page right after (simple right?!)

BOOK A CHAT

