

# WEBSITE GUIDE



BESPOKE MARKETING BOUTIQUE

*la belle*  
CREATIVE  
WEBSITE GUIDE



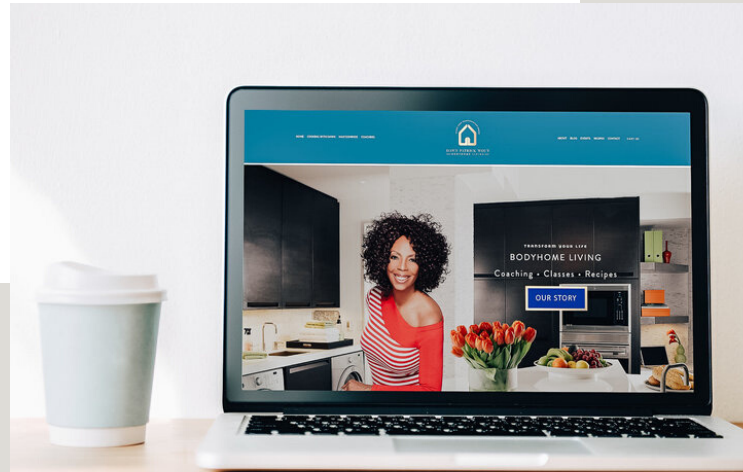
*La Belle Creative* specializes in platform optimization to integrate your website, email, and social media marketing strategies.

We'll help you design your pages to:

- inspire visitors to purchase a product
- dial a phone
- opt-in to your newsletter
- ask for more information

From jaw-dropping brand redesigns and site-wide content re-writes—to making sure your meta descriptions are key-word rich and within the right character count—we make sure your site is beautiful, responsive, optimized for speed, and includes built-in rich snippets and schema markup.

# THE RIGHT WORDS IN THE RIGHT PLACES



Our website design experience kicks-off with a competitive analysis and content audits. The internet and the googles find your URL, navigation, and headings of the utmost importance.

That's why it's important to spend time on making sure the right words are nailed. We do this by analyzing your competitors' sites and looking behind the scene to see what words they are—and aren't—using.

We then use Google Trends to identify the words people are using to search for businesses like yours. Using that intel, we make sure the menu items in your navigation are designed to help your prospects find what they are looking for at each stage of their decision process.

Our job is to untangle, unravel, and clarify. We don't give you transcripts of fluffy ideas. We give you a literal best practices, feedback, and actionable strategies to ensure your gorgeous site also ranks and attracts leads.

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# W E B S I T E   A U D I T

Our 70+ point SEO and website audit evaluates what's working for and against you across the wild web.

Everything (and more) from website traffic, bounce rates, time on site, rankings, top keywords, competitors, and backlinks (how many and from where) are analyzed to help YOU understand where you're at and how you can grow.

This audit helps you identify and set metrics so you have a baseline for future growth and is the foundation for developing your keywords, long-tail phrases, and #hashtags.

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# C O N T E N T   A U D I T

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Our comprehensive content audit provides clear intel on your site's usability and traffic patterns so you can position content and lead captures for maximum effectiveness. Put an end to the guesswork and see for yourself exactly where people are clicking, where they aren't, and scrolling patterns.

Our deep dive also finds any duplicate content and uses data to enhance your content strategy and content calendar. We'll breakdown how to optimize your site so it's inbound-friendly, easy for subscribers to get on your list and share your content, and how to make sure you're updated in applicable regional and local directories.

# THE LA BELLE CREATIVE EXPERIENCE

## 01

### MAKE IT OFFICIAL

It's important that we get on the phone and make sure we're a right match for each other. After your initial inquiry, we'll schedule a call at the time that's most convenient for you. During the call, we will ask you questions about your vision for your brand and business and you'll get a chance to ask us any questions that come to mind. Once we decide we're a perfect fit for each other, I will send you a custom project proposal and contract. At this time, a 50% deposit is due to hold your spot. Your invoice total is then divided in equal monthly payments across the timeline of your project.

## 02

### GETTING TO KNOW YOU

Once you've signed-on, you'll get a link to our Comprehensive Brand Questionnaire. This helps us get an intimate look into who you are, how your business evolved, and what you're passionate about. This is a crucial piece of the branding process. Also, because branding is highly visual, you will also start pinning your brand dreams and inspiration to a secret Pinterest board. Once those two integral pieces are complete, you will schedule time with our Brand Strategist and design team share all your thoughts, answer all our creative questions, and get even more excited and inspired!

## 03

### RESEARCH & CREATING

We promise to make your brand a reflection of style and your story. At the same time you're sharing your creative vision with our design team, our writers and analysts are completing an in-depth SEO and content audit to ensure we nail your competitive advantage from an influencer perspective (we also use A LOT of this data to inform the brand!). After about 2-3 weeks from your branding call, we will meet again to share your mood-board and initial logo concepts to ensure we are creatively mind-mapping. We'll then iterate and revise your logo concepts until you're absolutely in love with your logo, patterns, fonts, icons, colors, and entire brand identity.



# 04

## WRITING & DESIGN

Once you love your brand \*swoon\*, we will start working with you to build-out your website content. Who are you? What do you want to say? What problem are you solving for your clients? What's your secret sauce that separates you from everyone else? We'll help you get to the heart of what you do and create products you might never have dreamed of (in addition to manifesting the ones you already have!). Once the copy is stellar, we start designing! You'll review every facet of your site, page by page. After you're totally smitten with your new brand and site, we will create a Dropbox folder where you'll find all of your final files.

# 05

## AND WE LAUNCH!

We will schedule a call to answer any questions you have and put the polishing touches on your brand and website. Once your brand and website are complete, and you're feeling as confident as ever, we are ready to launch your new site into the world!



# A COMPLETE EXPERIENCE

*The La Belle Creative Branding + Website experience includes the following elements.*

## **BRAND VISION**

- + 1:1 consultation call to discuss your brand
  - + Comprehensive brand questionnaire
  - + Brand strategy call with our design team

## **BRAND DESIGN**

- + Logo and sub-marks
  - + Brand icons, patterns, and elements
- + Personalized color compositions mirroring the tone and feeling you're going for
  - + Font recommendations
- + Facebook and LinkedIn header and profile images
  - + Business card design

## **WEBSITE DESIGN**

- + Custom 6-page website design on Squarespace platform
  - + Competitive analysis
  - + SEO and content audit
  - + Keyword exercise and identification
- + Curated copywriting, including headlines, body copy, captions, and meta-descriptions for entire site
  - + Mobile and Desktop Friendly
  - + One-hour Website Tutorial



## LET'S CHAT.

You already have what it takes to win: your vision and unique offerings. La Belle Creative simply helps you manifest your magic and create captivating content. Let us know what's on your mind and we'll get back to you on how we can help.

