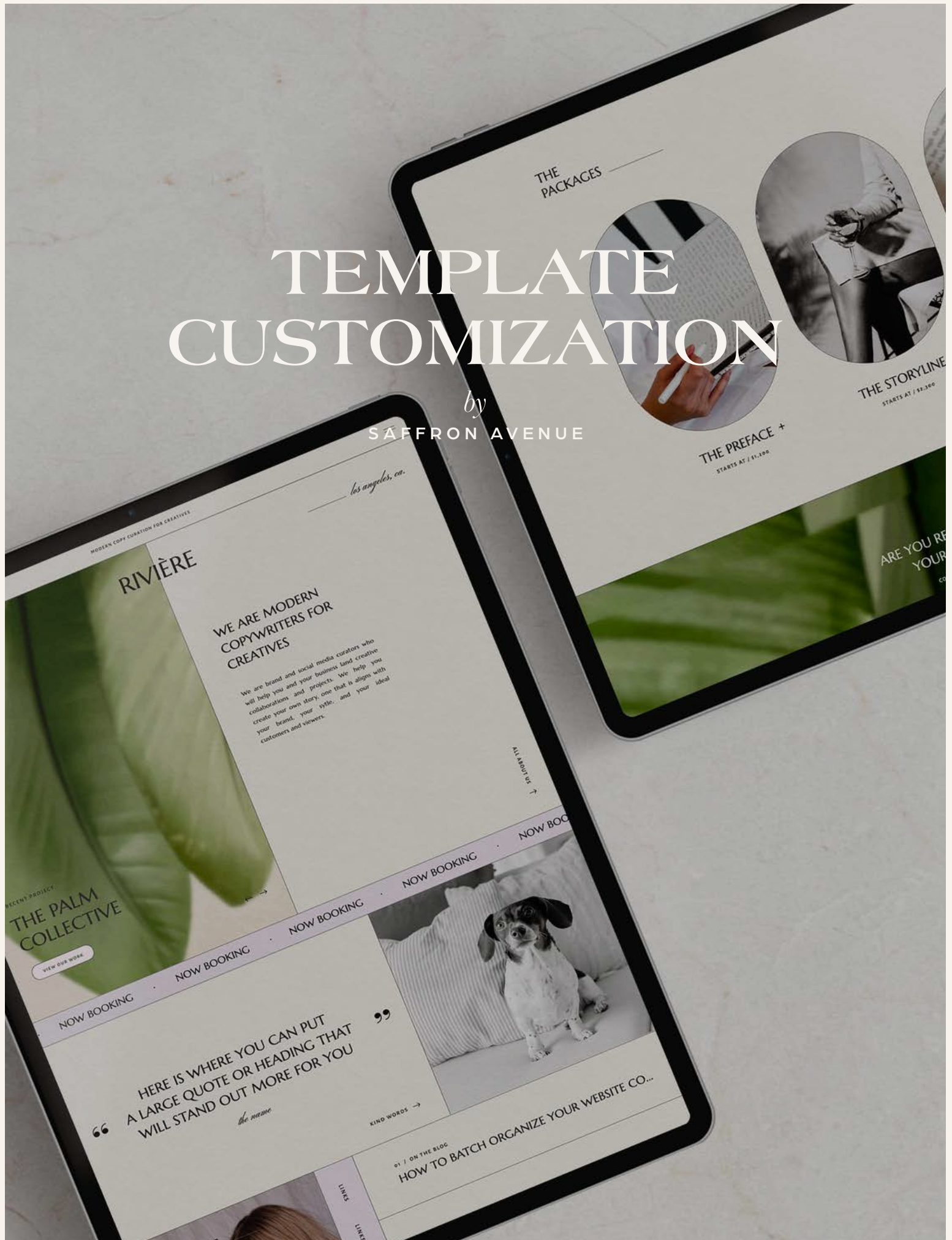# TEMPLATE CUSTOMIZATION

by

SAFFRON AVENUE

Just *a* Note

First things first, thank you for thinking of me to help bring your site to life! This package can be adapted/customized to your needs, but will start with the following on the next page. Each template customization is meant to help make your site feel even more custom, so if you are ready for that, let's dive ini!
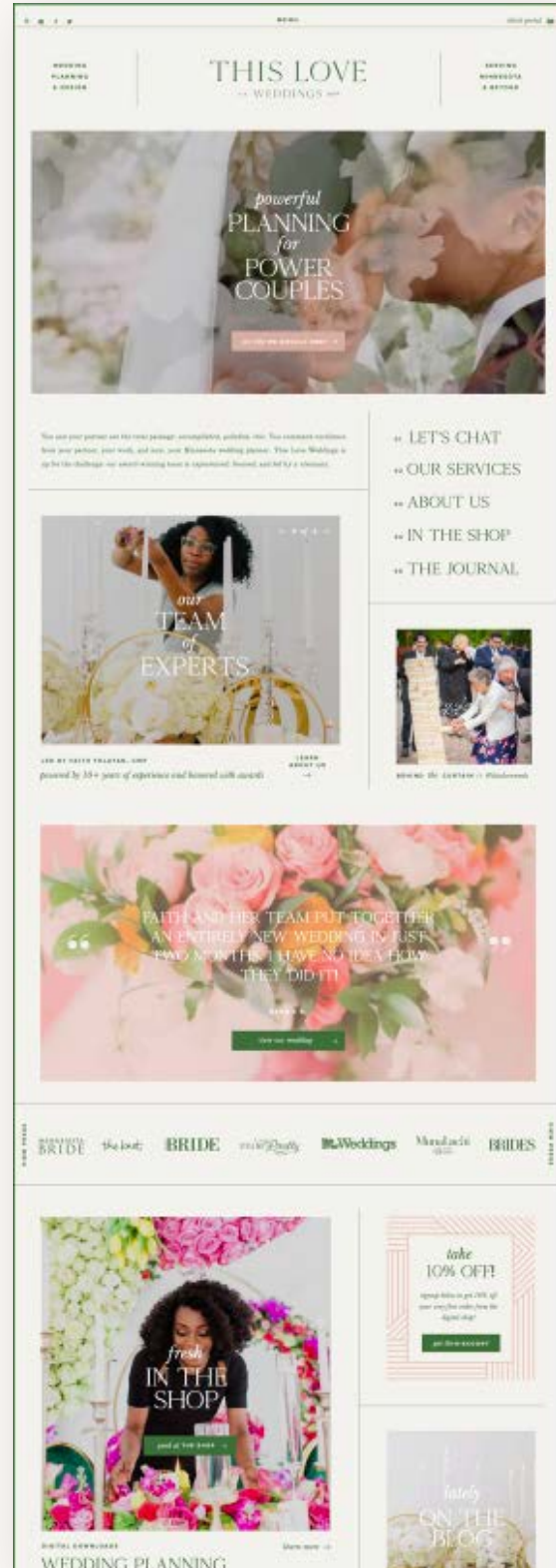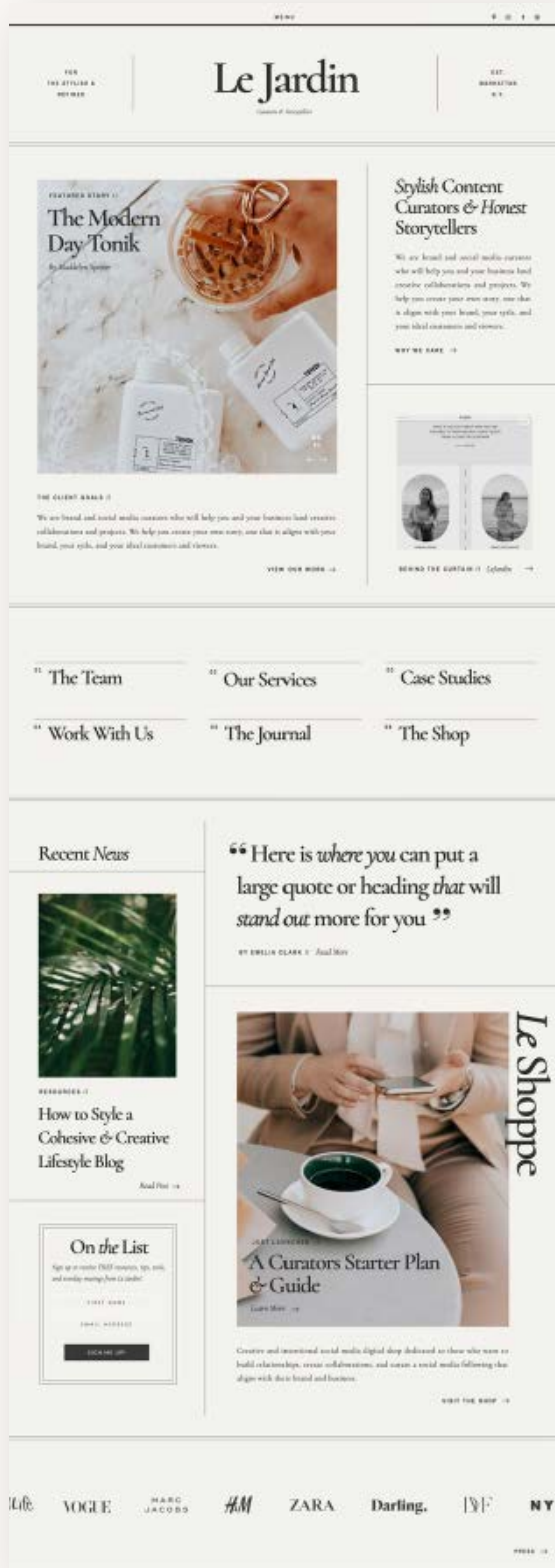
V. Angela

EMAIL WITH QUESTIONS

prices subject to change

Package No.1

What You'll Do...

What We'll Do...

What You'll Do...		What We'll Do...
Send us your brand files (logo variations, monograms, sub marks, etc) as well as you color palette and font stack.	**DESIGN SETTINGS**	We will setup your site color palette, upload and set your brand fonts (purchased fonts can be uploaded), and then add your logo and brand elements to the site.
Choose any 2 pages you want completely customized just for you and provide us with the copy for each page. (Ex: Home & Services)	**CUSTOM PAGE DESIGN**	We will re-style, re-design and develop the 2 pages to fit your brand style, colors, elements, and the copy you provide. It will still align with the template you choose, but look and feel custom just for you. *(2 revisions)*
Fill out the template dedicated content planner for the remaining pages. This will be a fillable PDF that flows with the text section on the template pages.	**CONTENT IMPLEMENTATION**	We'll take your copy and implement it into the coordinating page(s)! We'll make any design tweaks to them to make sure they match the 2 custom pages. {*this does not include layout changes*}
You'll pick out 20-30 of your best images for us to use throughout the site. You'll also provide us your SEO title & descriptions for each page.	**SEO & IMAGES**	We will optimize your images, upload them to your website and place them throughout the site. We will then take your page SEO Titles and descriptions and add them to the coordinating pages.
Make sure your domain, hosting, emails, etc are ready for transfer/launch and take a final look through your website before launch.	**LAUNCH PREP**	Showit will handle the blog transfer and even help with the domain. But we will test the blog after transfer to make sure it's running smoothly! We'll test it on different devices and browsers and check all links.

BONUS

We will even provide you with site screenshots and mockups to be used for your own launch graphics!

EXAMPLE

Le Jardin

Featured Story

The Modern Day Tonik

Stylish Content Curators & Honest Storytellers

" The Team   " Our Services   " Case Studies

" Work With Us   " The Journal   " The Shop

Recent News

" Here is *where you* can put a large quote or heading *that* will *stand out* more for you "

How to Style a Cohesive & Creative Lifestyle Blog

Le Shoppe

On *the* List

A Curators Starter Plan & Guide

VOGUE   MARC JACOBS   H&M   ZARA   Darling.   NY

THIS LOVE
WEDDINGS

powerful
PLANNING
for
POWER COUPLES

» LET'S CHAT
» OUR SERVICES
» ABOUT US
» IN THE SHOP
» THE JOURNAL

our
TEAM
of
EXPERTS

BRIDE   Weddings   BRIDES

fresh
IN THE SHOP

take
10% OFF!

WEDDING PLANNING

WHAT'S *not* INCLUDED

No.1

THE TEMPLATE & HOSTING

The template is sold separately, BUT, you can use the discount below to take $200 off the FULL WEBSITE BUNDLE. You will also have to purchase your domain, email & Showit subscription separately. Showit will handle the blog transfer and domain setup. If you need our support as well or help with blog content tweaks, it will be billed hourly.

CODE: **CUSTOM200** | $250/HR

No.2

ALL PAGES CUSTOMIZED

We don't re-design/re-style the other pages on your site. Instead, we add your copy and content and tweak any elements to make sure it aligns with the 2 custom pages. If you want pages to be re-designed around your copy or want new canvases/sections created, that will be priced separately.

$250/HR & PAGES START AT $450

No.3

GALLERY OR PRESS IMPLEMENTATION

If you need help actually creating and updating your portfolio or galleries, that is done at our hourly rate. Depending on your needs and amount of galleries needed it could range from 3 - 5 hours. Press links and logos are also priced separatly. We WILL do one gallery/portfolio and record the process for you if needed.

$250/HR

No.4

COPYWRITING

Sorry, we stick to what we know we are good at and unfortunately that is not creative writing! BUT, below are some great recommendations! If hiring a copywriter, I recommend letting them see the template so they can get an idea of flow and text areas.

COPY UNCORKED   THE COPY BREW   ASHLYN WRITES   JESSICA JORDANA   KAYLA HOLLATZ

No.5

COLOR PALETTE & FONTS

This does not include a brand, logo, etc. We ask that you also have your brand, color palette and font stack in place so we can easily update it on the template. IF you have a logo, but not a color palette, style we recommend the **BRAND STYLE WORKBOOK** OR let us know if we need to help you create your palette & font pairing.

$250/HR

WHAT *to* EXPECT

The Process

01

THE QUESTIONNAIRE

Once you secure your project in the calendar and pay the deposit you'll get your customization questionnaire. This will help me get an idea of your brand, your needs and the details needed to get started.

02

THE PROJECT SCOPE

Once the questionnaire is reviewed and the project scope is finalized, you'll be given a full estimate. We will create a payment plan for you and set the goal launch date.

03

THE CONTENT

You'll then receive your website content planner to start filling out all of your page content. We ask that you complete the 2 custom pages first, so you can work on the rest while we design! *We ask you to finalize these pages within 3 - 5 days max.*

04

THE DESIGN

Once you submit your 2 custom page content planners and your brand colors/font we will dive into the page designs. You'll receive one page first for approval (2 revisions) and then the other page after (2 revisions) - *Estimated timeline is 2-3 days*

05

THE DEVELOPMENT

Once the designs are approved, images submitted and the template is purchased, we will start customizing it! Any design changes after this point are billed separately. During this time we ask that you finalize the rest of your pages content based on the layout/flow of your template. *Estimated timeline is 3 days*

06

THE PAGE IMPLEMENTATION

Once your custom pages are designed, we will begin placing your copy and content into the remaining pages and tweak them as needed so it aligns with the custom pages & your brand. *Estimated timeline is 3-5 days*

07

THE OVERVIEW

Once we have our part done, we will send it over for you to look over and check for any broken links or issues. At this point you can go in and update any pages you need (gallery, press, etc)

08

THE TRANSFER

You'll receive your final invoice and once paid we will transfer the custom designed template over to your showit account. From there, you can submit your domain and blog setup for launch. *Estimated 2 days*

09

THE LAUNCH PREP

When you are ready to launch, we'll pop up the coming soon page for you and hit 'submit'! We will go in and test your blog to make sure it's looking oh-so-fine.

10   *The launch*

All you have to do at this point is one last look-over and prep your final launch plan. We do recommend doing a full launch plan (with our planner).

THE TIMEFRAME

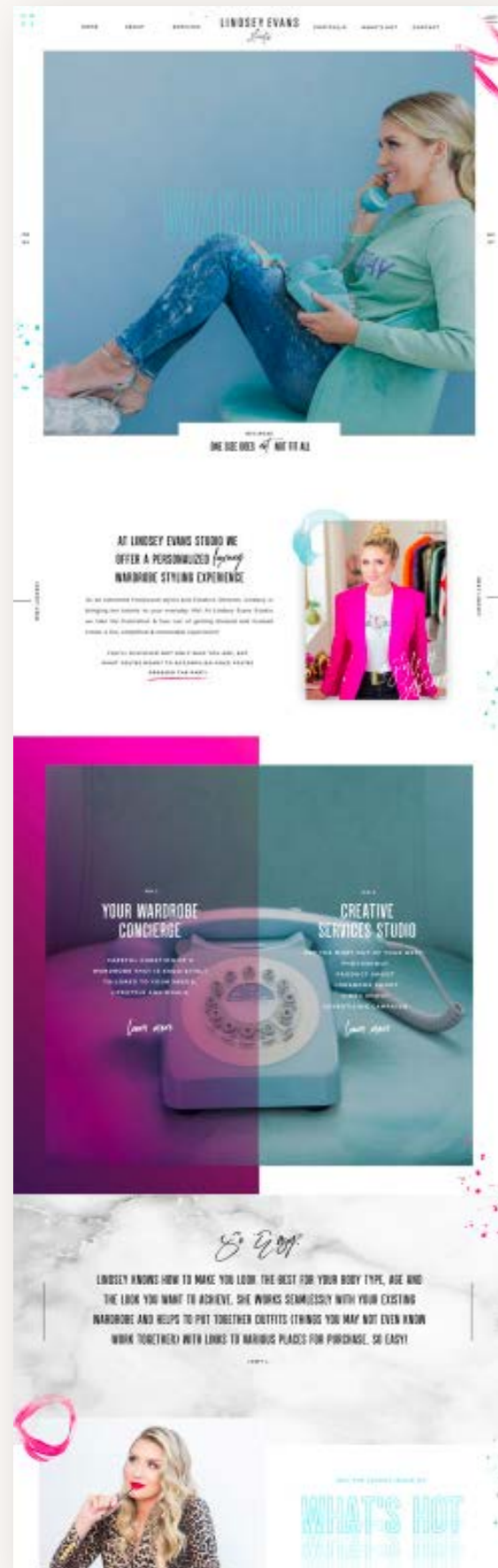*Depending on getting us your copy/content, your site can be launch in 3 weeks!*

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$250/HR & PAGES START AT $450

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06   THE PAGES

Once we are done working on the custom pages we will go in and tweak the rest of the pages to make sure it matches. This can include little graphic overlays, patterns, line color updates, etc. (does not include design or layout changes)

07   THE TRANSFER

You'll receive your final invoice and once paid we will transfer the custom designed template over to your showit account.

08   THE OVERVIEW

Once we have our part done, we will send it over for you to look over and check for any broken links or issues. At this point you can go in and add content/copy to any pages you need (gallery, press, etc)

09   THE LAUNCH PREP

When you are ready to launch, you can submit your domain and blog setup for launch. *Estimated 2 days.* we'll pop up the coming soon page for you and hit 'submit'! We will go in and test your blog to make sure it's looking oh-so-fine.

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THE TIMEFRAME

Depending on getting us your copy/content, your site can be launch in 2 weeks!

EXAMPLE

TEMPLATE CUSTOMIZATION

THANK YOU

we hope to get the opportunity to help you create your dream website!

S. Angela