



## SPARKLY RESULTS

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### *In“site”ful Designs* Website Design Proposals

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#### Outline

Clicks the links below to be directed to that point in this document. The links are the [blue and underlined text](#).

- [Website Design Proposal #1](#) - Ruby Design Package
- [Website Design Proposal #2](#) - Emerald Design Package
- [Website Design Proposal #3](#) - Sapphire Design Package
- [Social Media Services](#) - Social Media & Marketing Services
- [Additional Services](#) - Additional Add On Services
- [Retention Plans](#) - Retention Package
- [Samples](#)

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## Proposal #1: Ruby Design Package

#### Time Frame

- 3 weeks total

#### Services Include

##### Prep Week

- Introduction website inquiry meet and greet to learn about you and your services

##### Week 1-3

- Clairvoyant Psychic Reading about the website for your company in a word document I will provide to you.
- Begin implementing information onto a website platform, refine as needed (platforms include: weebly, squarespace, or wix)
- Creating a fully functional and responsive website
- Incorporate all the provided content, images, and navigation categories
- Link the pre-existing URL, or the new provided URL
- Link any social media outlets
- Provide some basic SEO materials
- **\*Edits for website include:**
  - 1 round of edits swapping out any layouts, photos you may end up not wanting to use, or any content you don't want to use, etc.
  - All additional edits it will be \$40 per hour

## Pricing

- \$600.00

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## Proposal #2: **Emerald Design Package**

### Time Frame

- 6 weeks total
- 30 min - 1 hour phone meeting each week to check in on progress

### Services Include

#### Prep Week

- Introduction website inquiry meet and greet to learn about you and your services

#### Week 1

- Clairvoyant Psychic Reading the future look and feel of the site in a word document I will provide to you.
- Create three mood boards, three possible looks and feels including: color, font, images, buttons (see sample boards below)

- Present you with mood boards and allow you to pick one of the three

## Week 2

- I will create the logo
  - You'll be presented with 3 options to choose from and you'll choose the final option
  - **\*Edits for Logo include:**
    - 2 rounds of edits total
    - All additional edits will be an hourly rate of \$40 per hour

## Week 3-6

- Begin implementing information onto a website platform, refine as needed (platforms include: weebly, squarespace, or wix)
- Creating a fully functional and responsive website cohesive to the determined look and feel
- Incorporate all the provided content, additional images, and navigation categories
- Link the pre-existing URL, or the new provided URL
- Link any social media outlets
- Provide some basic SEO materials
- **\*Edits for website include:**
  - 1 round of edits swapping out any layouts, photos you may end up not wanting to use, or any content you don't want to use, etc.
  - All additional edits it will be \$40 per hour

## Pricing

- \$840.00

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# Proposal #3: **Sapphire Design Package**

## Time Frame

- 12 weeks total
- 30 min - 1 hour meeting each week to check in on progress

## Services Include

### Prep Week

- Introduction website inquiry meet and greet to learn about you and your services

### Week 1

- Clairvoyant Psychic Reading about the website for your company in a word document I will provide to you.
- Competitive analysis, analyze competitor website functionality, who is out there now, look at reviews of those websites, what is working, what is not working in terms of the function of the sites, and how you can stand out from the rest. Together we will come up with the key competitors.

### Week 2

- Interview 5-8 people to determine key values, goals, and frustrations
- Survey, create survey to gain quantitative data geared towards your company

### Week 3

- Create a persona, the ideal user and main user values, frustrations, and goals
- Create a problem statement, the main problem you are trying to solve for the user
- Present you with a research summary

### Week 4-5 (We will meet only on week 5)

- Create 2 wireframes of the site (a black and white version and outline of 3-5 pages of the new site)
- Ensure wireframe design solves the problem statement
- Ensure wireframe design fulfills user goals and needs
- Test the prototypes amongst 5-8 people
  - Find what is working
  - Find what needs improvement
  - Find what is the most intuitive and easy to use site
  - Find what site user feels best solves the problem statement
- Refine for the final framework
- Present you with refined wireframe

### Week 6

- Clairvoyant Psychic Reading the future look and feel of the site in a word document I will provide to you.
- Create three mood boards, three possible looks and feels including: color, font, images, buttons (see sample boards below)
- Present you with mood boards and allow you to pick one of the three

## Week 7

- I will create the logo
  - You'll be presented with 3 options to choose from and you'll choose the final option
  - **\*Edits for Logo include:**
    - 2 rounds of edits total
    - All additional edits will be an hourly rate of \$40 per hour

## Week 8

- Incorporate established look and feel to the finalized prototype (a color version prototype of 3-5 pages of the new site)
- Present you with prototype

## Week 9-12

- Begin implementing information onto a website platform, refine as needed (platforms include: weebly, squarespace, or wix)
- Creating a fully functional and responsive website cohesive to the determined look and feel
- Incorporate all the provided content, additional images, and navigation categories
- Link the pre-existing URL, or the new provided URL
- Link any social media outlets
- Provide some basic SEO materials
- **\*Edits for website include:**
  - 1 round of edits swapping out any layouts, photos you may end up not wanting to use, or any content you don't want to use, etc.
  - All additional edits it will be \$40 per hour

## Pricing

- \$1600.00
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# Social Media & Marketing Services

## Instagram Service Package - \$140

\*Additional price option (\$120 per month to do 3 posts per week/12 posts per month/24 posts total including sharing posts to Facebook)

- Schedule and create 4 posts per week/16 posts per month /24 posts total including sharing posts to Facebook)
- Utilize trending hashtags
- Forward posts to Facebook (optional\*)
- Utilize tagging features as needed
- Utilize location tags for events
- Create 1 Instagram “story” per week
- Posts will be pre-scheduled during the first week of each month
  - Specific requests need to be provided 3 days prior to the 1st of the month including: events you will be at, specific sales, quotes you want to use, specific images etc.
  - Additional or specific post requests that need to be posted within a 36 hour time frame will be \$20 per post
- Consistent and active engage with customers via Instagram
- \*\*Bonus - Share 1 post per week to my personal page (and vice versa)

## Email Marketing Newsletter - \$100 per month or \$1000 for the year

- Create monthly newsletter
- Include promotional and up to date events, services and additional content
- Link to other social media sources and website pages

## Email Marketing Set Up - \$100

- Back-end (users won't see) - Integrate the email service provider to Weebly
- Front-end (users will see) Create an email signup form that forwards to email service provider and adds the client to the email list, add any necessary code to match branding colors

## Email Header Creation - \$40

- Create an Email Header utilizing fonts, logos, and overall branding style
- Utilize correct sizing to fit into Mailchimp (or other email service used)
- Add into Mailchimp (or other email service used)
- Edits included\*
  - 1 round of edits swapping out anything you may end up not wanting to use, or any content you don't want to use, etc.

## Social Media Design Package - \$100

- Design cover and profile photos for social media platforms
  - Facebook
  - Twitter
  - Instagram
- Only using 1 platform? Individual platforms are \$45.00 total for cover and profile design

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## Additional Add On Services

### Website Completion Usability Testing - \$100

- Launch final completed website on a test drive, analyze 5-10 people as they use the website and determine if the website is fully understandable to the target user. Ask questions to determine the likes and any pain points along the user's path through the site. Record all testing insights and results in an Excel document.
- Discover common themes of test results
- Make any necessary tweaks to website to ensure website is optimized to its full potential

### SEO Document - \$100

- A detailed and organized document of all SEO data implemented including each page and product pages:
  - Title tags
  - Perma links
  - Meta keywords
  - Meta descriptions

## Logo Creation - \$150

### Or update existing logo for \$75

- Discuss what you are looking for
- You'll be presented with 3 options to choose from and you'll choose the final option
  - You'll get 2 rounds of edits total
  - All additional edits will be an hourly rate of \$40 per hour

## Business card design - \$100

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## Retention Package

### On Call Website Editing - \$150 per month or \$1500 for the year

- Be on call to adjust, update, and edit website as needed with within 48 hours of receiving the edit
  - For edits needed within 24 hours notice, it is ~\$25 per edit
- Add special event pages as needed
- Ensure website does not reach an expiration and shut down
- Provide quick turnaround time for edits
- 1 round of edits swapping out what I created per your request

All additional edits it will be \$40 per hour

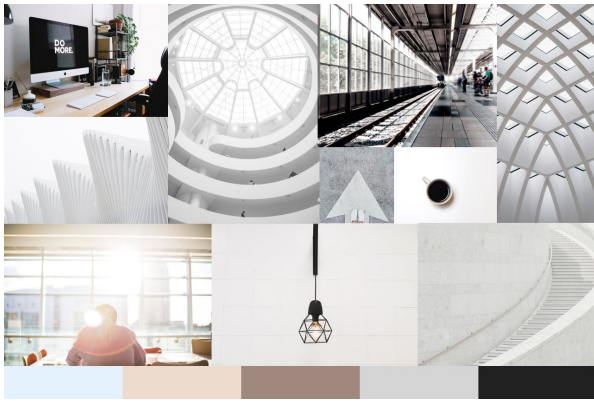
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## Samples

**Sample Mood Boards: 1 company, 3 moodboards**

**Moodboard #1**





**Title Quicksand Bold  
Precision Giving**

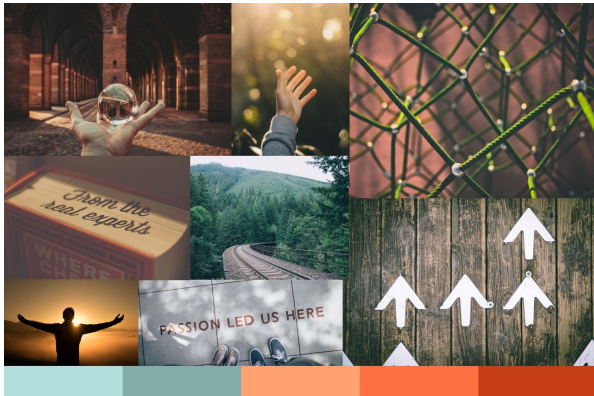
Headers Quicksand Regular

Body Text Inconsolata Regular

the minimalist strategist  
simplistic  
minimal  
wealthy  
clean



## Moodboard #2



**Title Dosis Bold  
Precision Giving**

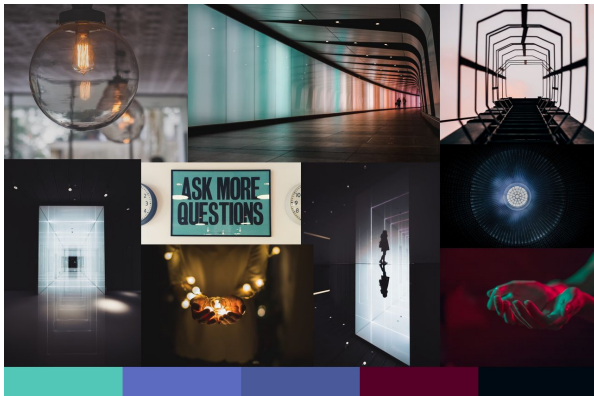
Subtitles Dosis Regular

Body Text Open Sans Regular

the curious and passionate researcher  
self confidence  
warmth  
naïve  
bold



## Moodboard #3



**Title Advent Pro Bold  
Precision Giving**

Subtitles Advent Pro Regular

Body Text Oxygen Regular

the generous professional  
responsible  
impactful  
selfless  
modern



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## Sample Websites and what the clients chose as their package:

### Ruby Design Package

- <http://www.sallyspeaks.com/>
- <http://www.mikehancockart.com/>
- <https://www.theglenmoregroup.com/>
- <https://www.thirdeyewood.com/>

## Emerald Design Package

<http://www.precisiongiving.com/>  
<https://www.tomloranzart.com/>  
<https://www.theorgonedonor.com/>

## Sapphire Design Package

<https://www.infiniteusrocksandjuice.com/>  
<https://www.ginamarotta.com/>

[\\*Infiniteus Case Study](#)

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**May Your Week be Filled with Bliss.**

**“May the long time sun shine upon you, all the  
surround you, and the pure light within you,  
guide your way on.”**

With love,

*Sydney Wippman*