



**30%
OFF charities
& new
business**

BUILDER



ELLE DANIEL DESIGN

FOR GROWING BRANDS, SMALL BUSINESSES, AND INDEPENDENT PROFESSIONALS

FROM £1800 / £1350 FOR SOLOPRENEURS / NEW BUSINESSES / CHARITIES

A THOUGHTFULLY DESIGNED, FULLY CUSTOM WEBSITE THAT BRINGS YOUR BUSINESS TO LIFE ONLINE. WHETHER YOU'RE BUILDING YOUR PRESENCE, LAUNCHING A NEW SERVICE, OR REFINING YOUR BRAND, THIS PACKAGE GIVES YOU A SITE THAT FEELS COHESIVE, ELEVATED, AND EASY TO MANAGE. YOUR WEBSITE BECOMES AN ANCHOR FOR YOUR WORK – ELEGANT IN FORM, SIMPLE IN FUNCTION, AND DESIGNED TO GROW WITH YOU.

WHAT'S INCLUDED

- UP TO 12 PAGES (FOR EXAMPLE: HOME, ABOUT, SERVICES, PORTFOLIO, BLOG, CONTACT)
- BESPOKE DESIGN ALIGNED WITH YOUR VISUAL IDENTITY AND TONE
- CUSTOM BUILD WITH WIX OR SQUARESPACE, DEPENDING ON YOUR NEEDS
- FULLY RESPONSIVE ACROSS ALL DEVICES
- INTEGRATED BLOG OR NEWS SECTION
- SEO-READY SETUP: METADATA, ALT TEXT, ANALYTICS CONNECTION
- CONTACT FORMS, NEWSLETTER OR BOOKING INTEGRATIONS
- CMS TRAINING SESSION SO YOU CAN MAKE YOUR OWN UPDATES
- ONE POST-LAUNCH SUPPORT SESSION (1 HOUR)

OPTIONAL ADD-ONS

- ADDITIONAL PAGES – £80 EACH
- E-COMMERCE / SHOP SETUP – FROM £350
- BLOG CONTENT UPLOAD AND FORMATTING – FROM £120
- COPYWRITING SUPPORT – £150 PER HOUR
- BRAND REFINEMENT (FONTS, COLOUR PALETTE, MOOD BOARD) – FROM £200
- ONGOING MAINTENANCE & SEO SUPPORT (SEE BELOW)

ONGOING SUPPORT (OPTIONAL)

BUSINESS SUPPORT – £125 PER MONTH

- MONTHLY UPDATES, BACKUPS, AND PERFORMANCE CHECKS
- SEO AND ANALYTICS REVIEW
- UP TO 3 HOURS OF CONTENT OR LAYOUT UPDATES
- PRIORITY EMAIL AND CALL RESPONSE WITHIN 24 HOURS

WHO IT'S FOR

- INDEPENDENT PROFESSIONALS READY FOR A REFINED, FUNCTIONAL ONLINE HOME
- SMALL OR GROWING BUSINESSES EXPANDING THEIR ONLINE PRESENCE
- CREATIVES, CONSULTANTS, AND WELLNESS PRACTITIONERS SEEKING AUTHENTIC DESIGN
- CHARITIES OR INITIATIVES NEEDING A PROFESSIONAL YET FLEXIBLE SITE

TIMELINE

AVERAGE TURNAROUND: 5 – 6 WEEKS FROM BRIEFING TO LAUNCH

INVESTMENT

- STANDARD PRICE: £1,800
- SOLOPRENEURS / NEW BUSINESSES / CHARITIES: £1,350

A 50 % DEPOSIT SECURES YOUR PROJECT, WITH THE BALANCE DUE ON COMPLETION BEFORE LAUNCH.



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www.elledaniel.co.uk/design