2024 Pricing Guide

Nutmeg Studio

Welcome

Hi, I'm Meg, founder of Nutmeg, a Shopify consulting and design studio based in beautiful Cape Town, South Africa.

Our studio works with emerging and established small businesses around the world; helping them plan, create and launch user-friendly, modern and beautiful eCommerce websites, designed to convert.

Here you'll find an overview of the studio's Shopify packages, our process and next steps to take if you're interested in working together.

If you have any questions, please email meg@nutmegstudio.co.za.

nutmegstudio.co.

Why work with us?

Meg, founder and web designer, has been working in eCommerce since 2010 and with Shopify since 2015, for international and local brands, both big and small.

Committed to responsive, user-friendly and functional design that beautifully showcases your brand and products.

A supportive website creation process that expertly guides you and helps you plan every part of your online store.

All packages include Shopify video training, empowering you to manage your own online shop after launch.

We set up essential eCommerce marketing automations on your website to help you convert and sell more.
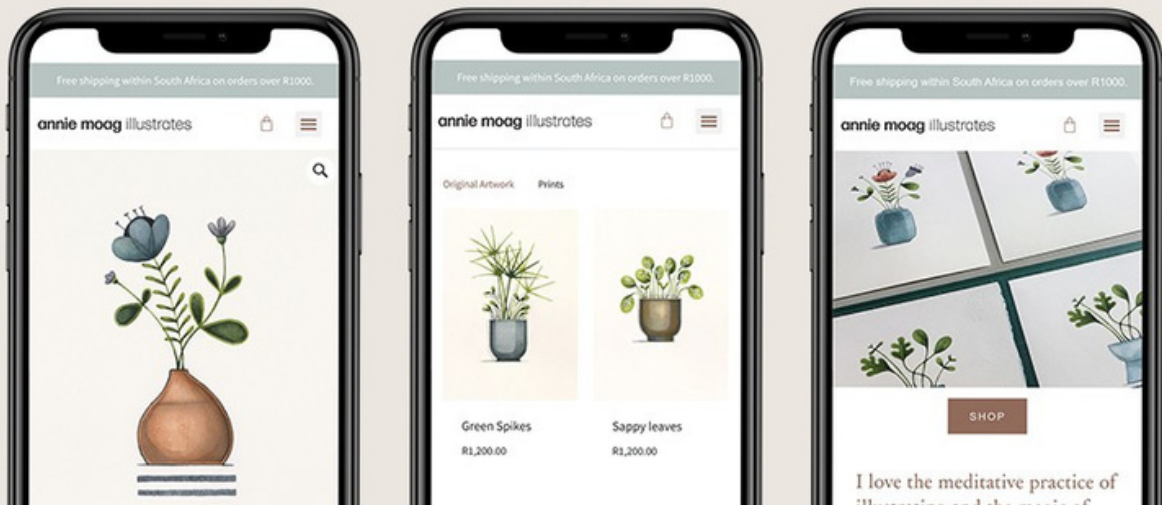
Services

SHOPIFY ECOMMERCE

ONLINE SHOP DESIGN

USER EXPERIENCE
OPTIMISATION

BLOGGING / SEO / EMAIL
MARKETING

Shopify Go

INCLUDED

- ✔ Branded Shopify website
- ✔ Ecommerce guidance
- ✔ Integrate with supported payment gateways and shipping services
- ✔ Design a conversion-focused homepage
- ✔ Design 3 x content pages (About Us, Contact Us, Blog)
- ✔ Publish up to 15 products
- ✔ Foundational SEO and email marketing integration
- ✔ Shopify Training Space + 14 days support

We create a simple, user-friendly and fully functional eCommerce website for your brand as quickly and affordably as possible.

PERFECT FOR

Businesses looking for a small + simple online shop.

RESULTS

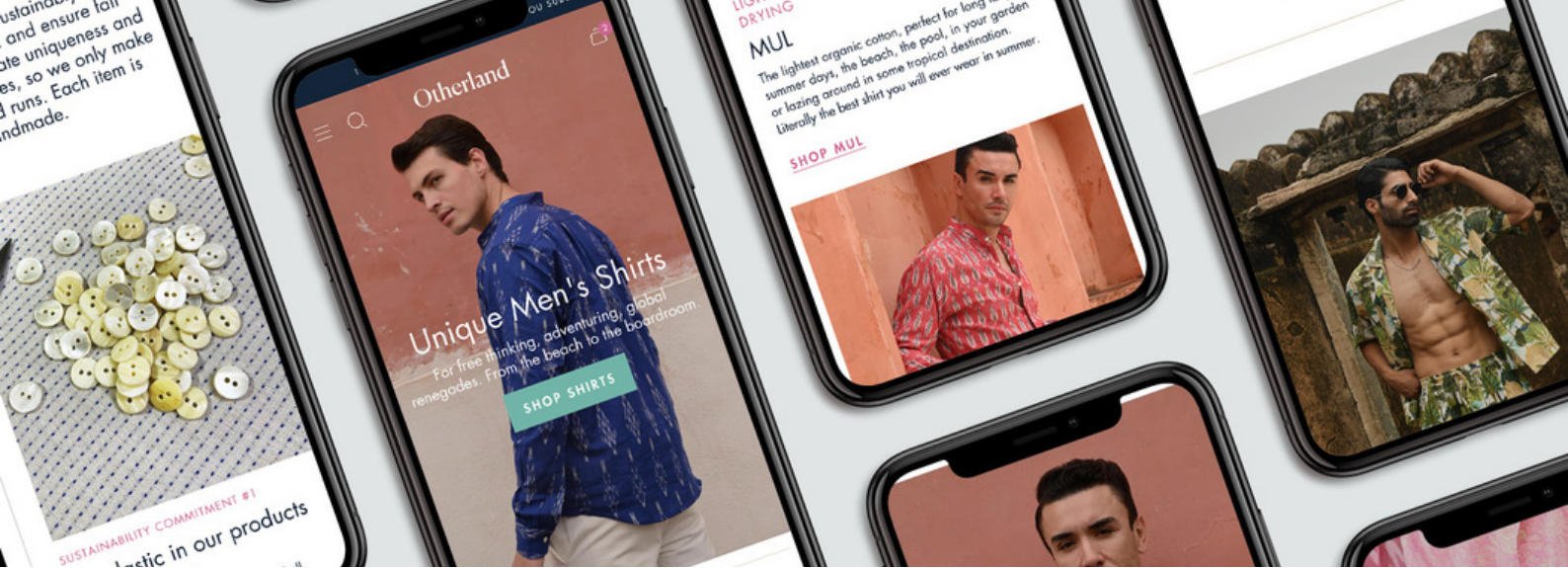A simple, beautiful and fully-functional eCommerce website for your business.

🕐

TIMELINE

3 - 4 weeks

$

PRICING GUIDE

R18 000 ZAR / or
USD $1200 for businesses based outside of Southern Africa

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Shopify Pro

INCLUDED

- ✓ Branded Shopify website
- ✓ Premium theme up to the value of $420 USD included
- ✓ Ecommerce consulting
- ✓ Integrate with supported payment gateways
- ✓ Design a conversion-focused homepage + 5 content pages
- ✓ Publish up to 40 products
- ✓ Strategic email marketing automations
- ✓ Install required apps including a reviews app
- ✓ Foundational SEO
- ✓ Shopify Training Space + 30 days support

We create a premium and fully functional eCommerce website for your brand.

PERFECT FOR

Businesses looking for a premium eCommerce website.

RESULTS

A beautifully-functional eCommerce website with a premium theme design and strategic email marketing automations to drive conversions.
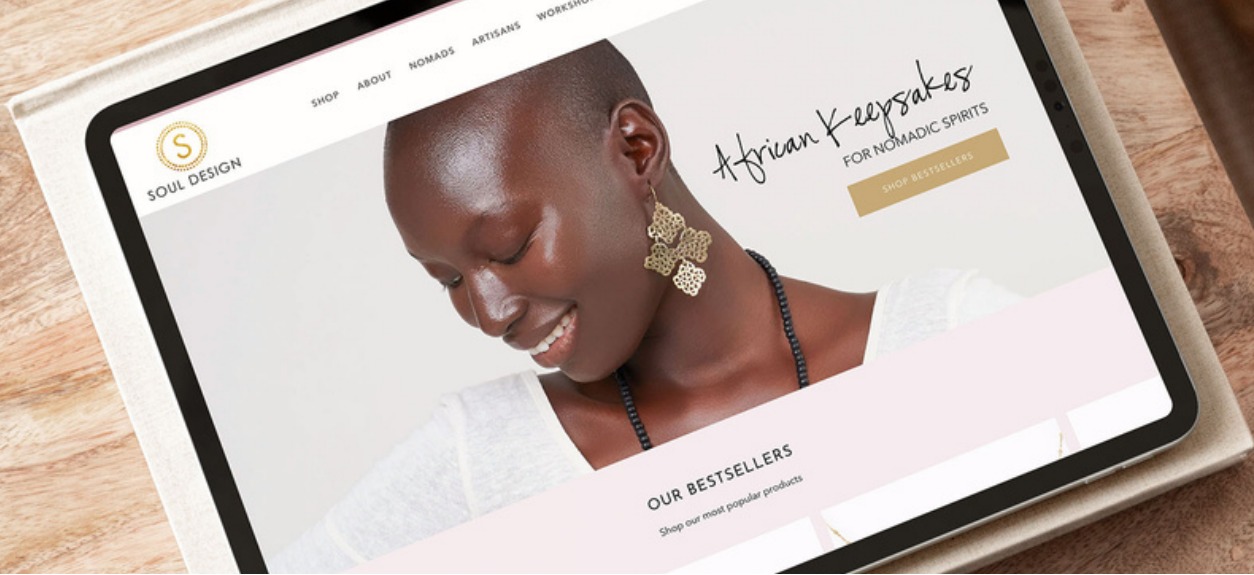
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PRICING GUIDE

R35 000 ZAR / or
USD $2200 for businesses based outside of Southern Africa

TIMELINE

4 - 8 weeks

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Shopify Makeover

INCLUDED

- ✓ UX audit + user personas
- ✓ Premium theme selection + customisation
- ✓ Homepage wireframe + mockup
- ✓ Design a conversion-focused homepage + 5 content pages
- ✓ Design collection + product page templates
- ✓ Foundational SEO
- ✓ Shopify Training Space + 30 days support

Already on Shopify, but unhappy with how your store looks, functions or converts? We offer a user experience optimisation and makeover service for existing Shopify stores.

RESULTS

A fresh new Shopify design that improves the shopping experience and boosts conversions.

TIMELINE

4 - 8 weeks

PRICING GUIDE

From R25 000 ZAR / or USD $1700 for businesses based outside of Southern Africa

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Process

DISCOVERY | PROJECT BRIEF | PROPOSAL

01

This phase involves: talking to you and mapping out a project scope, including a website feature list, required apps or advanced functionality, timelines and final cost.

STRATEGY | DESIGN

02

This phase includes: Deciding what pages + content your website needs; gathering content/copywriting; collecting design inspiration; and designing your new website, starting with the homepage design.

DEVELOPING FUNCTIONALITY | GATHERING FEEDBACK

03

After you have approved the homepage design, we move onto building your whole website, including full eCommerce setup and marketing automations. Once you've approved, we begin testing.

TESTING | PREPPING TO GO LIVE

04

This phase includes: testing the website across a number of devices and screen sizes; testing eCommerce; setting up marketing integrations; and prepping the website to launch.
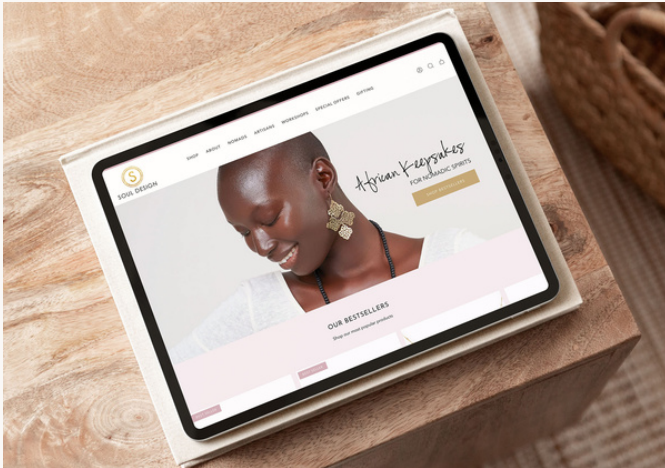
HANDOVER | SHOPIFY TRAINING

05

We transfer store ownership over to you and make your new website live. We give you access to our Shopify Training Space and provide up to 90 days' tech support.

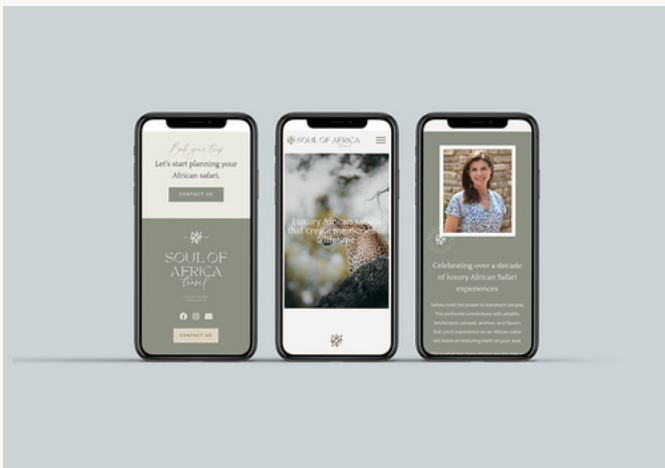nutmegstudio.co

Case studies

Favourite Shopify projects

A magical Shopify redesign project for Soul Design Jewellery that helped increase the conversion rate by 150% and online sales by over 60%.

Read case study

We helped Bag Ladies Tea redesign their 10-year old website and move from WordPress to Shopify, resulting in an above average conversion rate of 4.4%.

Read case study

Discover how we transformed Soul of Africa Travel's outdated WordPress website into a modern, beautiful and responsive online space.

Read case study

Read Testimonials

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Let's Start

Book a complimentary discovery
call online:

Email meg@nutmegstudio.co.za if none of
the time slots on the booking form work
for your timezone.