



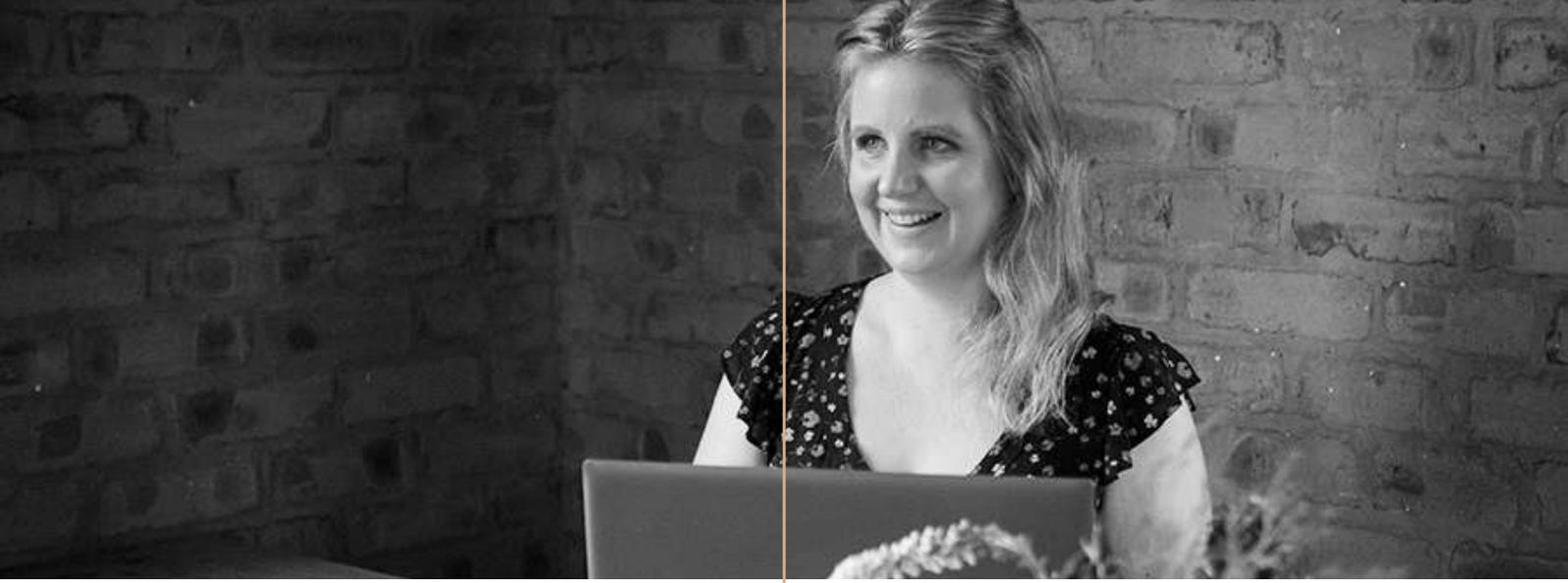
nutmeg 

2021

PACKAGES &
PRICING



NUTMEG STUDIO



HI, I'M MEGAN

founder and designer at Nutmeg, a woman-led web design studio focused on helping boutique, creative, ethical and lifestyle businesses plan, design and launch beautiful, high-converting websites.

Your business is rooted in purpose and passion.
I'm here to help you communicate this through thoughtful + impactful website design that helps your brand connect and convert more visitors into customers so you can keep growing your beautiful business.

Thank you for downloading this guide. Here I aim to introduce you to my services and pricing. If you have any questions or would like to book your project, please email me at meg@nutmegstudio.co.za.



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"Megan took the time to really understand the business' vision and values and has captured this perfectly"

“After 24-years in business and numerous websites finally we have a website that is really working for us, reflects our business and we are proud of it. Megan took the time to really understand the business' vision and values and has captured this perfectly. The website was launched in mid-May 2020. Despite our industry (international tourism) being one of the hardest hit by COVID-19, within a month of launching the website we had our first big sale. Seamless integration between the website, social media platforms, as well as backend automation, has resulted in vastly increased engagement with our target market resulting in quality sales leads as well as value adds to our existing clients. The feedback from our current and new clients as well as business partners has been fantastic. Since the launch of the site, Megan's commitment to ongoing support and introducing new innovative ideas has not stopped. It really does feel like Megan is part of our team.”

- ANDREW ANDERSON, CEO, AFRICAN INSIGHT

WHY WORK WITH ME?

THOUGHT-PROVOKING

I start each project with an intensive strategy phase. Starting with strategy helps us to create an intentional website that holistically works for your business. I create a strategy workbook for you that contains thought-provoking questions designed to get you thinking deeply about your brand to help you achieve more confidence and clarity before we begin creating your website. We will also schedule a strategy consultation or two to discuss your answers and define the way forward.

A LOVE FOR CLEAN, BEAUTIFUL, MODERN, ELEGANT + FUNCTIONAL DESIGN

I love working with design-conscious brands that value simplicity and clean, functional design.

DO WORK THAT MATTERS, FOR PEOPLE THAT CARE (SETH GODIN)

I believe that an intentional website, created strategically, can help transform a small business, giving the business owner confidence and clarity in the work they do or products they sell.

A SUPPORTIVE, EMPATHY-DRIVEN PROCESS

I am here to gently and expertly guide you throughout the website creation process.

CORE SERVICES

WORDPRESS DESIGN & DEVELOPMENT

Offering a range of WordPress solutions, from simple website designs to custom and complex builds.

SHOPIFY & WOOCOMMERCE ONLINE SHOP SETUP

Ecommerce website planning, strategic guidance, design and development.

BRAND & WEBSITE CONSULTING

Guidance with regards to brand positioning, styling and communications; eCommerce marketing and website strategy.

WEBSITE CARE & SUPPORT

Helping you take care of and grow your website after launch.



PACKAGE 1: BRAND NEW WEBSITE

The perfect package if you don't yet have a website for your design-conscious business.

WHAT YOU GET

- ✓ A clean, modern and beautiful website.
- ✓ Strategy workshop session.
- ✓ Google Analytics
- ✓ Search Engine Optimisation.
- ✓ Training guide showing you how to manage and edit your website.

THIS IS PERFECT FOR

Entrepreneurs, start-ups and small businesses that need a new website to promote and grow their brand.

THE OUTCOME

At the end of our journey together, you'll be the happy owner of a beautiful + strategically-designed website that connects with your ideal clients and supports your goal of growing a profitable + sustainable business.



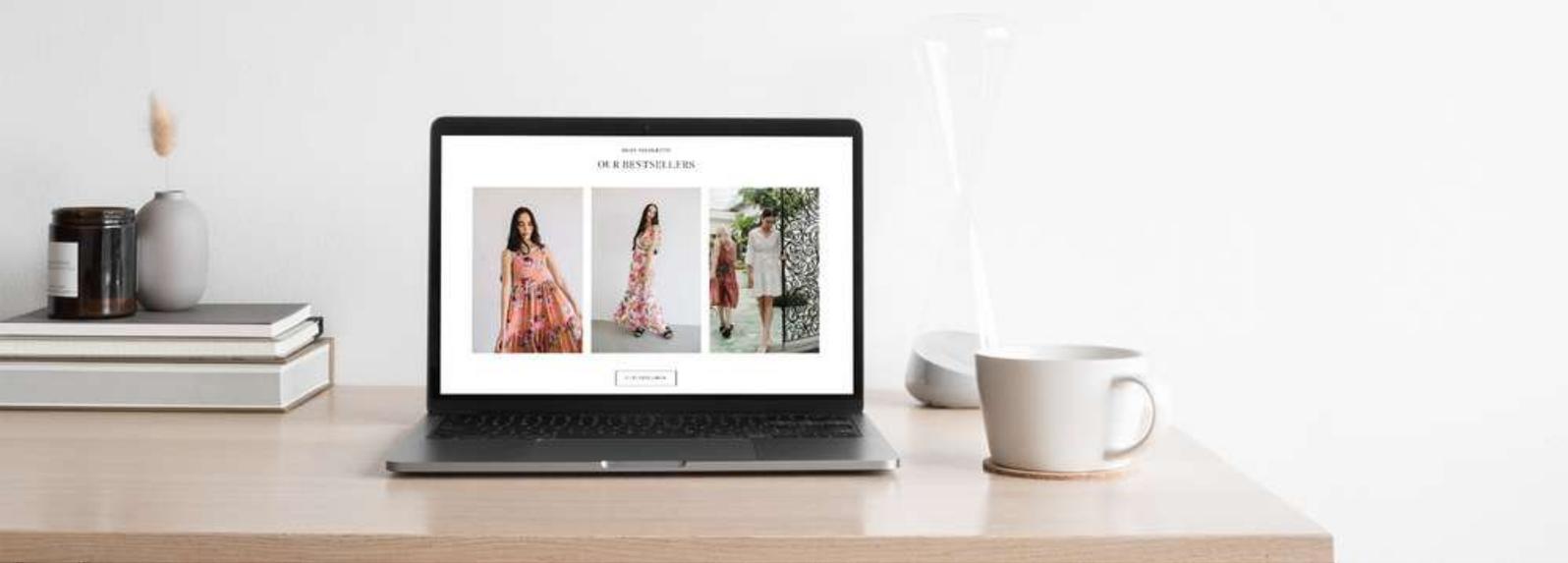
TIMELINE

4 weeks



INVESTMENT

FROM R12 500 / USD 1000 for a
5 - 7 page website



PACKAGE 2: COMPLETE WEBSITE TRANSFORMATION

Transform your website into a beautiful and intentional online space that works for your business, not against it. This is a complete website redesign package: we start again and build from scratch.

WHAT YOU GET

- ✓ Website strategy workshop sessions.
- ✓ A custom designed WordPress website.
- ✓ Creation of an email marketing sales funnel.
- ✓ SEO and Analytics.
- ✓ Training videos showing you how to manage and edit your website.

THIS IS PERFECT FOR

Growing businesses ready to invest in a bespoke website.

THE TRANSFORMATION

- Gain confidence + clarity in your offering (my strategic service includes brand strategy guidance).
- Grow sales and inquiries.
- Build a strategic sales funnel.
- Connect with dream customers.



TIMELINE

4 weeks



INVESTMENT

FROM R12 500 / USD 1000 for a
5 - 7 page website



PACKAGE 3: SELL ONLINE WITH SHOPIFY

As an official Shopify Partner, I will help your new or growing product-based business get started or move to Shopify.

WHAT YOU GET

- ✓ Ecommerce strategy and planning workshop.
- ✓ Design and set up of a Shopify online shop for your business.
- ✓ Included: premium theme, SEO, Analytics, Email Marketing and Facebook/Insta Shop.
- ✓ Training videos showing you how to manage and edit your website.

THIS IS PERFECT FOR

Start-ups and product-based businesses that want a modern Shopify-powered eCommerce website.

THE OUTCOME

- A conversion-focused Shopify website customised for your brand aesthetic.
- Easy-to-manage online store (no maintenance required).
- Includes training showing you how to manage your store.



TIMELINE

4 weeks



INVESTMENT

FROM R25 000 / USD 2200

TESTIMONIALS

CLIENTS ARE THE HEART AND SOUL OF THIS BUSINESS.
HERE ARE SOME OF MY FAVOURITE REVIEWS:

“Megan is amazing to work with. She did everything I asked of her and more with so much patience and proficiency. Meg helped me with things over and above what I commissioned her to do when she realised that I didn't know even the minimum. In addition to this, she read my intentions with my website perfectly and provided exactly what I had in mind from the gorgeous look of my shop to the mood and feel I wanted to create. I could not have chosen anyone better and I would commission her again in a heartbeat.”

BIANCA SMITH

THE ECO-CONSCIOUS KITCHEN

“Meg has boundless creativity balanced out with excellent organisational skills, a great work ethic and a truly professional approach to her work. She is an absolute delight to to work with; she has endless patience, a lovely sense of humour and her end-product will blow you away!”

SUE MALHERBE

COFFEEBERRY & SAGEWOOD

[VIEW PORTFOLIO HERE](#)

PROJECT PROCESS

MY WORK PROCESS FOR COMPLETING YOUR PROJECT

01

DISCOVERY | PROJECT BRIEF | PROPOSAL

This phase involves: talking to you and mapping out a project brief, including a website feature and functionality list, integrations required, goals/objectives for the project and final costing.

02

STRATEGY | DESIGN

This phase includes: Structuring your website and deciding what content it needs; gathering content; collecting design inspiration; and designing the look and feel of your new website, starting with homepage design concepts.

03

DEVELOPING FUNCTIONALITY | GATHERING FEEDBACK

This phase is about building out the functionalities and integrations included in your project. It's also about reviewing the website and providing feedback.

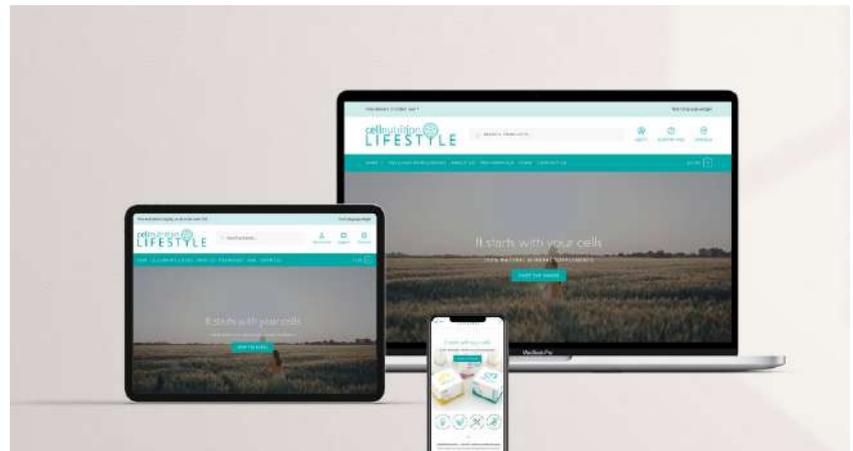
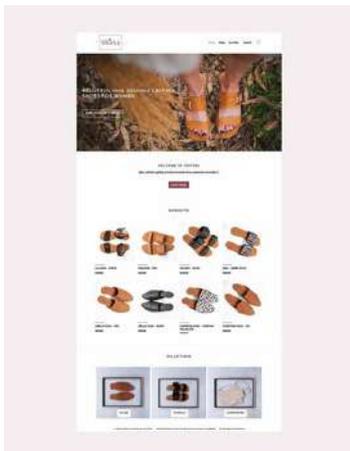
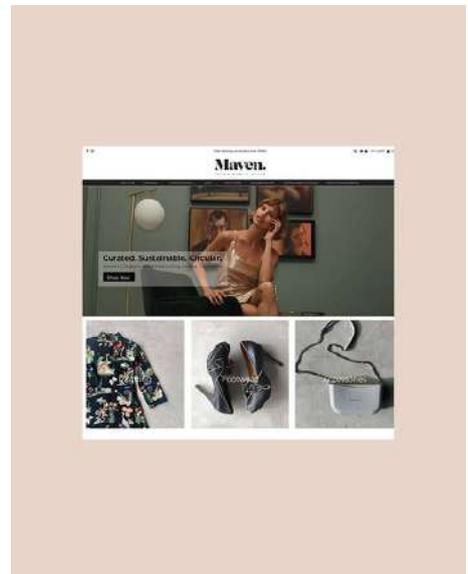
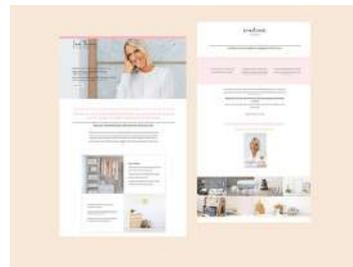
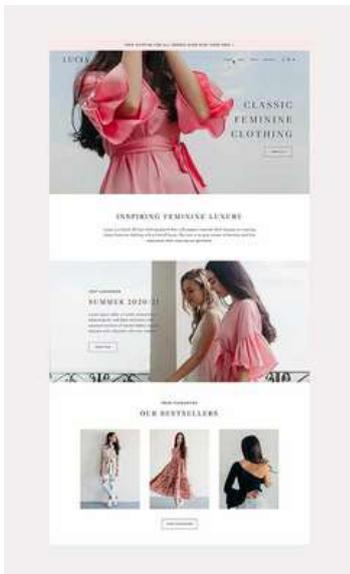
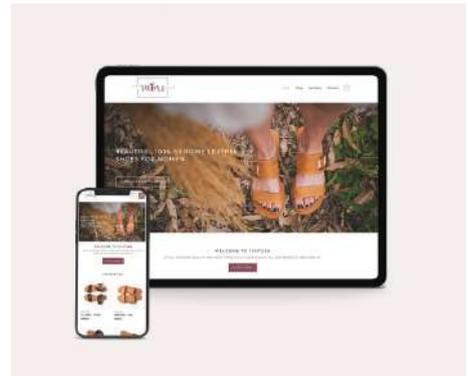
04

TESTING | PREPPING TO GO LIVE

This phase includes: testing the website across a number of devices and screen sizes; testing functionality and automations, including email marketing integrations; and prepping the website to go live.

PORTFOLIO

WEBSITES I HAVE DESIGNED AND DEVELOPED



READY TO START?

I WOULD LOVE TO LEARN MORE ABOUT YOUR PROJECT

Please book your free 30-minute discovery call by clicking the button below. After this virtual consultation, I will send you a project estimation + everything you need to get started.

[BOOK CONSULTATION](#)

LET'S CONNECT

GET IN TOUCH



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THANK YOU