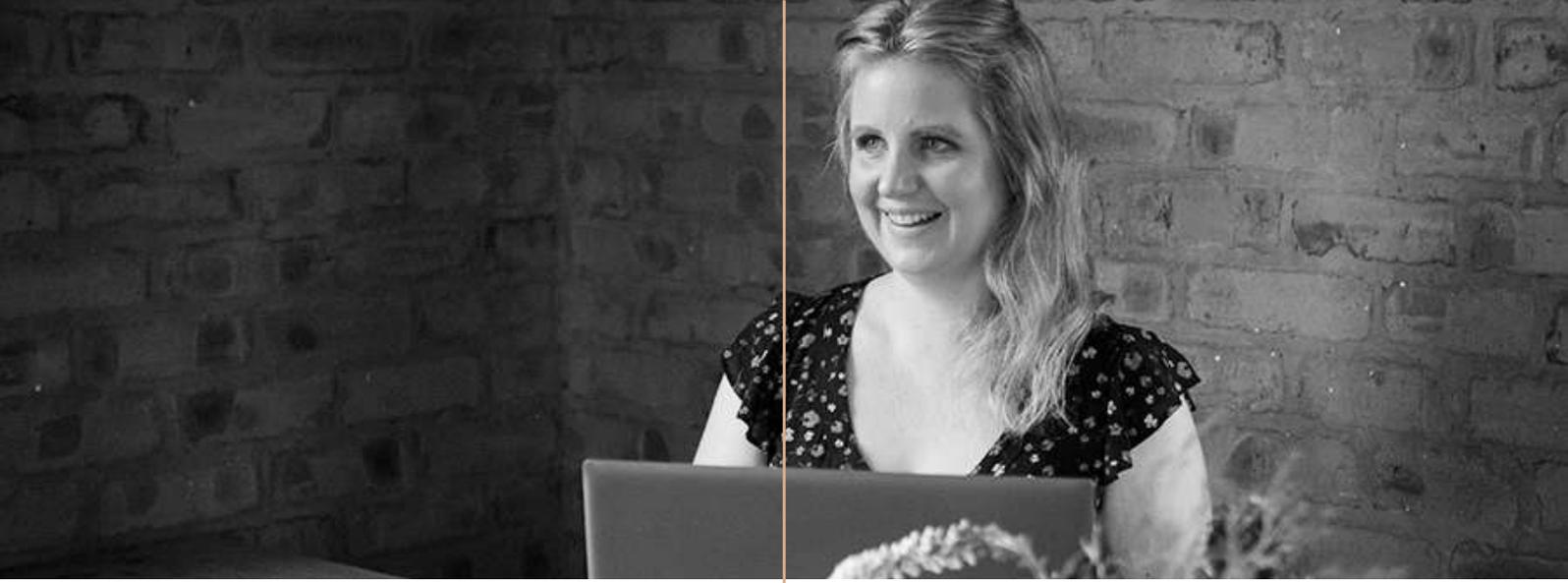


nutmeg 

2021 & 2022

Service &
Pricing Guide



Hi, I'm Megan

founder and designer at Nutmeg, a boutique web design studio based in Franschhoek, South Africa, that creates beautiful, high-converting WordPress and Shopify websites for design-conscious creative and lifestyle businesses.

Simple, yet sophisticated design.

“

"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 Nutmeg?

THOUGHT-PROVOKING

We start each project with strategy. Starting with strategy helps us to create an intentional website that holistically works for your business. We create a strategy workbook for you that contains thought-provoking questions designed to get you thinking deeply about your brand. This helps 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 best way forward.

A LOVE FOR CLEAN, MODERN, FUNCTIONAL DESIGN

We work with small businesses that value simplicity and clean, user-friendly design.

A SUPPORTIVE, EMPATHY-DRIVEN PROCESS

Here to gently and expertly guide you throughout the website creation process and beyond.



Package 1: Brand New Website

The perfect package if you don't yet have a website for your new or growing business.

WHAT YOU GET

- ✓ A custom-designed WordPress website.
- ✓ Consulting and strategic guidance.
- ✓ Google Analytics
- ✓ Search Engine Optimisation.
- ✓ Website training guide and launch kit.

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.



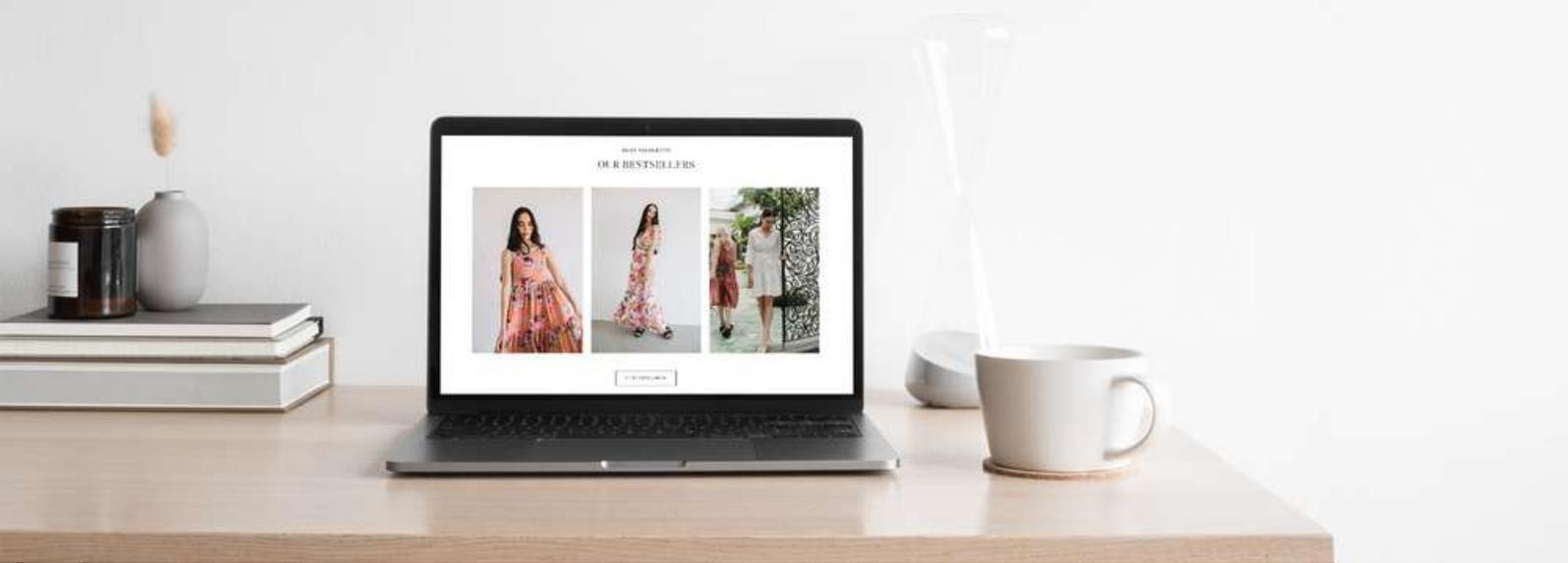
TIMELINE

4 weeks



COST

R15 500 / USD 1300 for up to 7 pages



Package 2: Website Transformation

Work with me to rebuild your website from the ground up, with the aim of creating an intentional and beautiful website that holistically supports your established business.

WHAT YOU GET

- ✓ Consulting and strategic guidance.
- ✓ A custom-designed WordPress website.
- ✓ Creation of an email marketing sales funnel.
- ✓ SEO and Analytics.
- ✓ Website training and launch kit.

THIS IS PERFECT FOR

Growing businesses ready to invest in a strategic website.

THE TRANSFORMATION

- Increase sales and inquiries.
- Automate business processes so you can reduce time spent on admin.
- A refined, clean and functional design that helps you connect with and convert more customers and clients.



TIMELINE

4 - 8 weeks



COST

FROM R18 500 / USD 1600



Package 3: Shopify Store in one week

An express service where you'll get a beautiful, conversion-focused and branded Shopify eCommerce website in one week from the project start date.

WHAT YOU GET

- ✓ Ecommerce planning.
- ✓ Design and set up of a Shopify online shop for your business.
- ✓ Included: premium theme, SEO, Analytics, Email Marketing and Facebook/Insta Shop.
- ✓ Shopify training and launch kit.

THIS IS PERFECT FOR

Product-based businesses that want a modern and conversion-optimised Shopify eCommerce website.

THE OUTCOME

- A beautiful Shopify website customised for your brand aesthetic (including a premium Shopify theme).
- Easy-to-manage online store.
- Includes Shopify training showing you how to manage and edit your store.



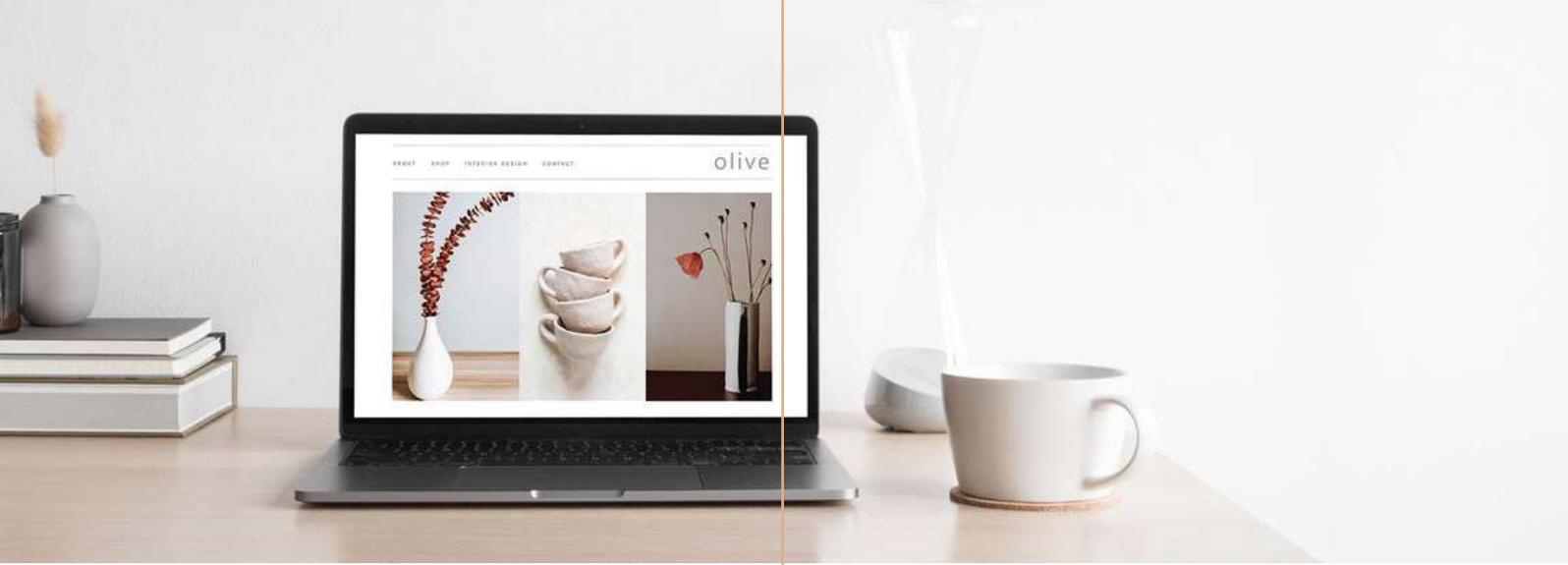
TIMELINE

1 week



COST

R18 500 / USD 1600



Add-on Services

Add on any of these services to your package:

VISUAL BRAND IDENTITY DESIGN

Connect with your ideal customers and gain confidence in your brand with a beautiful + professional brand identity design. Includes: strategy, research, logo design, alternate logos and icons, business cards and style guide.

Book a consultation for a quote

PHOTOGRAPHY & CREATIVE DIRECTION

Gorgeous images are a must if you want a beautiful website with a high-end branded feel. I have a home-based photography studio where I can create styled images for your brand. This service includes art direction.

Book a consultation for a quote

WEBSITE COPYWRITING

Struggling to write clear and simple copy for your website? As a former journalist and public relations officer, I offer a website copywriting service to good-fit clients.

Book a consultation for a quote

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.

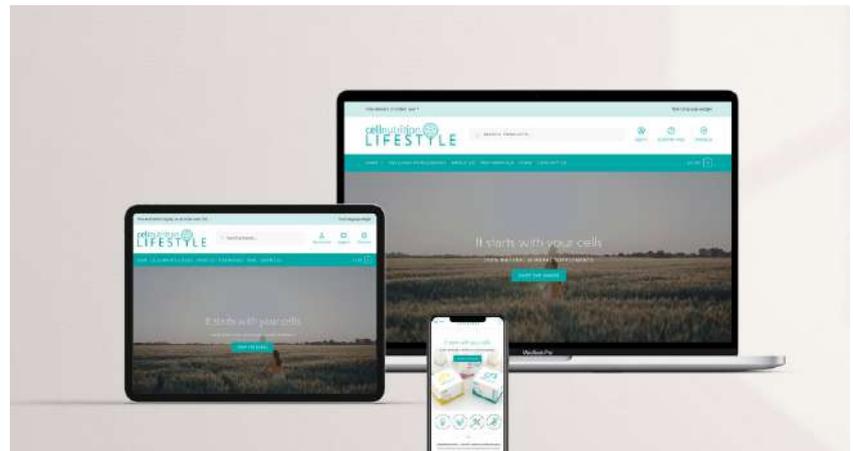
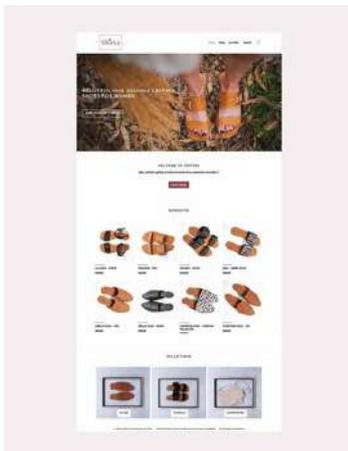
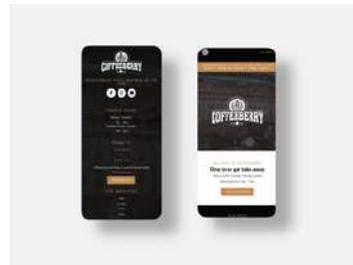
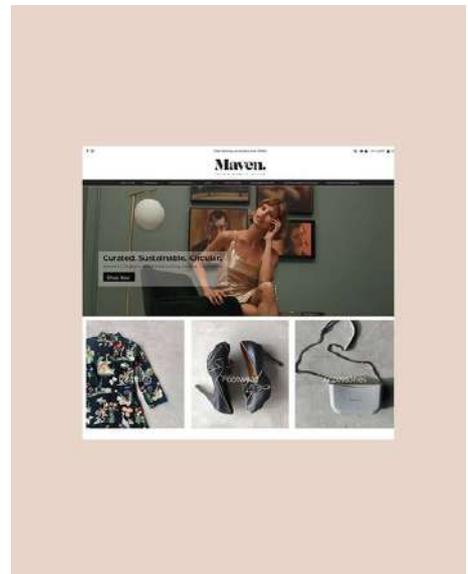
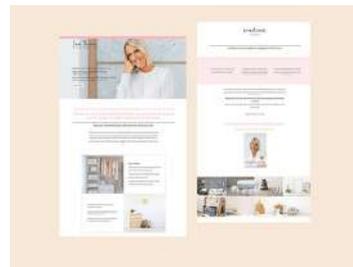
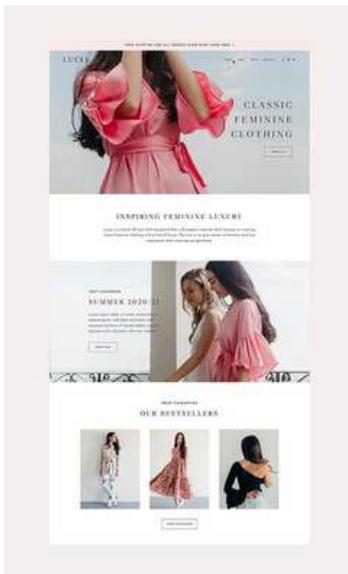
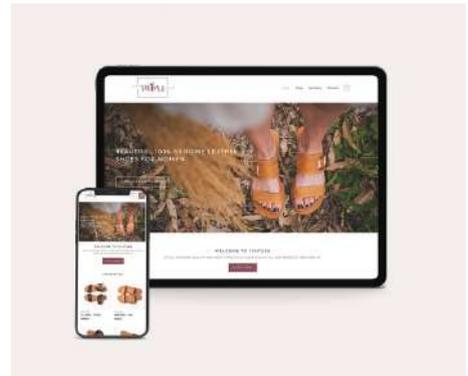
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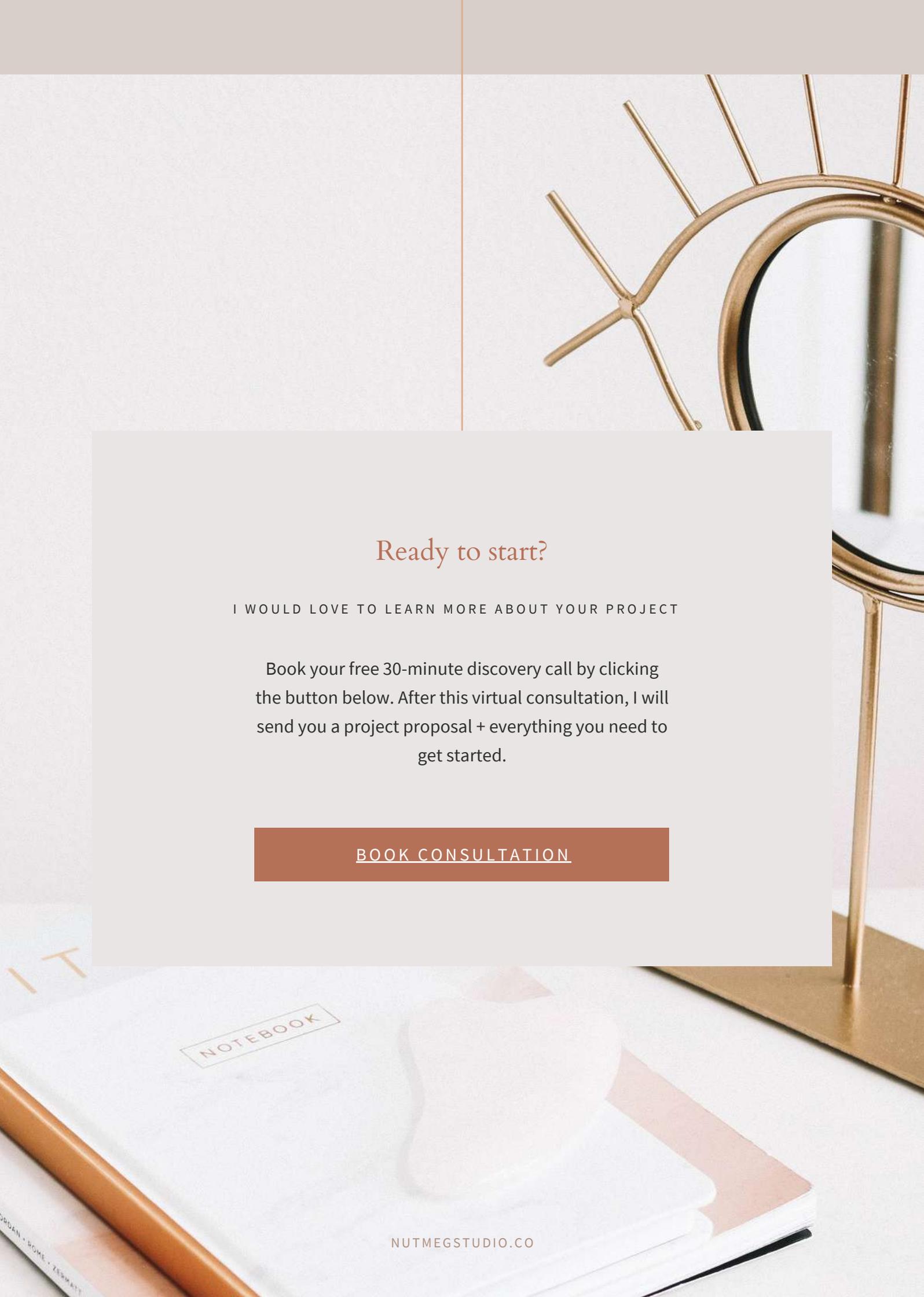
TESTING | PREPPING TO GO LIVE

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

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

[BOOK CONSULTATION](#)

Connect with me

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Thank you