

2022

Web Design Packages

nutmeg

DESIGN



## Welcome to Nutmeg Design Studio

I'm Meg Hodson, web designer, Shopify partner and conversion optimiser. I've been working in the ecommerce space for small and big brands since 2010.

I'd love to help your business create a modern, beautiful, conversion-focused website.

Take a look at my current packages and go ahead and book a free strategy call here:

<https://calendly.com/nutmegstudio/discovery>

“

*"Megan is amazing to work with. She did everything I asked of her and more with so much patience and proficiency. 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. Also, there was never a delay in communications even though we are countries and time zones apart."*

*- Bianca Smith, The Eco-Conscious Kitchen*



## Package 1: Shopify Foundation

*This package sets you up with a simple and user-friendly Shopify website so you can grow your sales from a strong foundation.*

### WHAT YOU GET

- ✓ Design and set up of your Shopify website.
- ✓ Ecommerce consulting throughout the project.
- ✓ Customisation of a free Shopify theme.
- ✓ Connected to email marketing, Facebook + Instagram Shop
- ✓ Shopify training videos and launch kit.

### THIS IS PERFECT FOR

New and small businesses looking for an affordable Shopify setup service.

### RESULTS

- Grow sales with a Shopify website designed to convert.
- Your store will be connected to Facebook and Instagram Shop.
- This package includes ecommerce guidance and Shopify training.



### TIMELINE

2 weeks



### COST

R9500 / \$850



## Package 2: Shopify Premium

*This package sets you up with a beautiful, premium-feel Shopify website. It includes a premium Shopify theme from the theme store (valued between \$250 - \$400), advanced design customisation, design of an email marketing nurture sequence and conversion optimisation guidance throughout the project, including helping you identify the right apps.*

### WHAT YOU GET

- ✓ Design and setup of your Shopify website.
- ✓ Premium Shopify theme and customisation.
- ✓ Website connected to Facebook + Instagram Shop, email marketing and enhanced ecommerce Google analytics.
- ✓ Shopify training, launch kit and design of an email marketing nurture sequence.

### THIS IS PERFECT FOR

Established and growing businesses that want a premium ecommerce website and marketing integrations.

### RESULTS

- Premium website designed to convert more browsers into shoppers.
- Email nurture sequence to introduce new customers to your brand and drive sales via email marketing.
- A range of conversion optimisation features + functionality.



### TIMELINE

2 - 4 weeks



### COST

FROM R27 500 / USD 2650



## Package 3: Custom WordPress Website

*Elevate your brand with a custom-designed WordPress website (not based on a template), designed to holistically support your service-based business or more complex/hybrid ecommerce requirements.*

### WHAT YOU GET

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

### THIS IS PERFECT FOR

Businesses looking for a bespoke website or more complex/hybrid ecommerce website.

### RESULTS

- Elevate your brand with a strategically designed website.
- Automate business processes.
- Gain confidence and clarity because you now have a website that you're excited to share and promote.
- Improve Google search visibility.



### TIMELINE

4 weeks

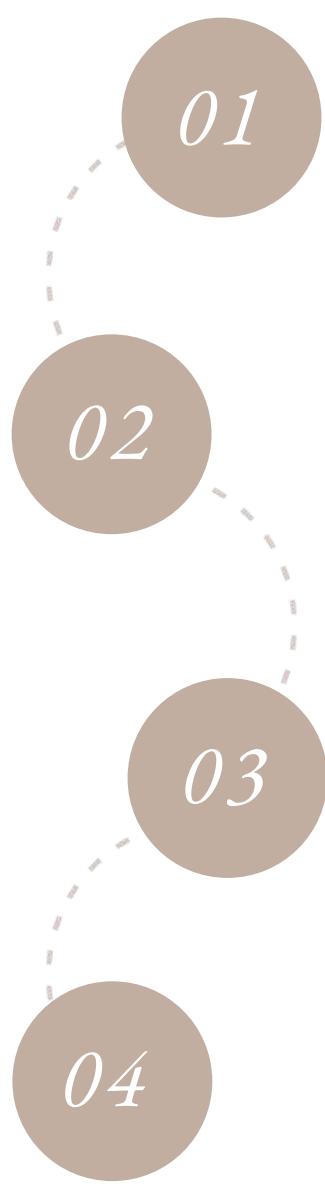


### COST

FROM R12 500 / USD 1150

# Project Process

MY WORK PROCESS FOR COMPLETING YOUR PROJECT



## 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, apps/plugin list and final costing.

## 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.

## DEVELOPING FUNCTIONALITY | GATHERING FEEDBACK

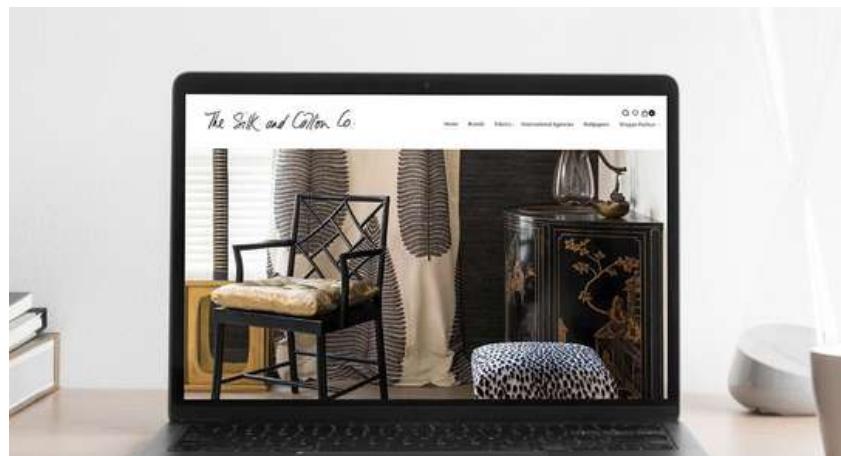
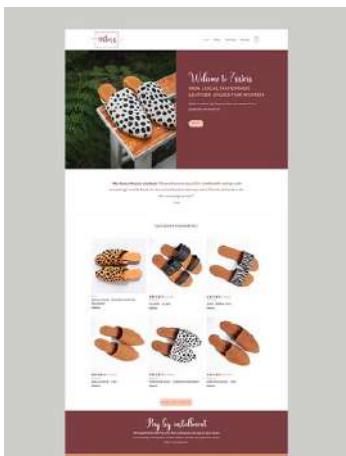
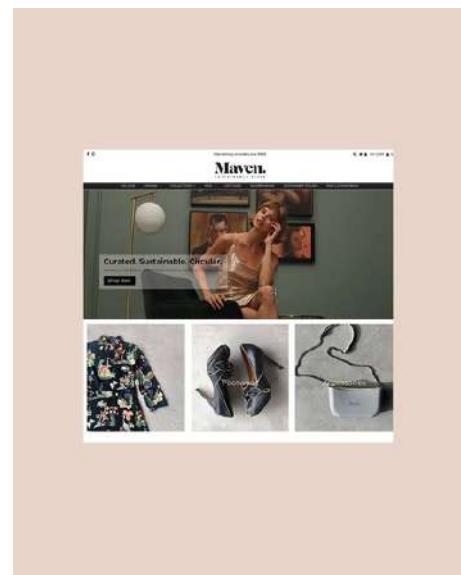
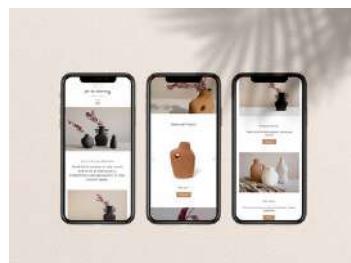
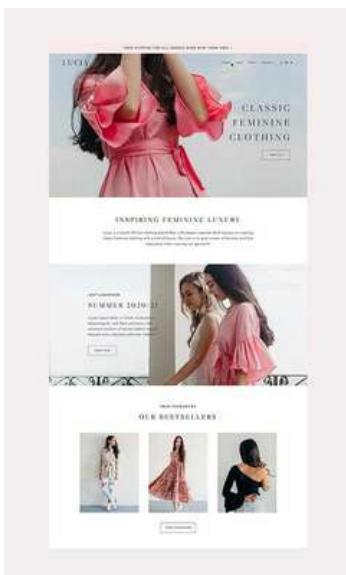
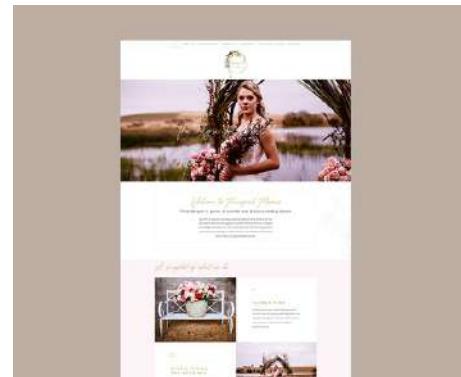
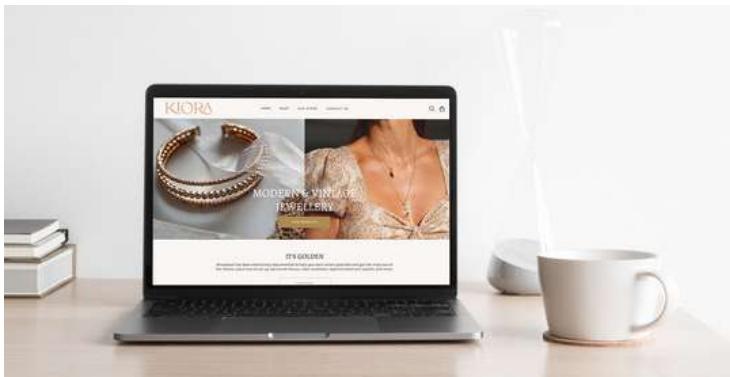
This phase is about building out the functionalities and integrations included in your project. It's also about reviewing the website and providing feedback.

## 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 VISION

Book a complimentary strategy call by clicking the button below. After this virtual consultation, I will send you a formal quotation.

[BOOK CONSULTATION](#)