

2022

# SERVICE & PRICING *guide*

nutmeg 



## Convert more website browsers into customers through simple, impactful, user-friendly design

Welcome to Nutmeg Design Studio. I'm Meg, a web designer specialising in Shopify, WordPress, conversion optimisation and user experience design.

Work with me and I'll expertly guide you through each step of the website creation process, from planning to designing a user-friendly and gorgeous website that elevates your business and grows sales.

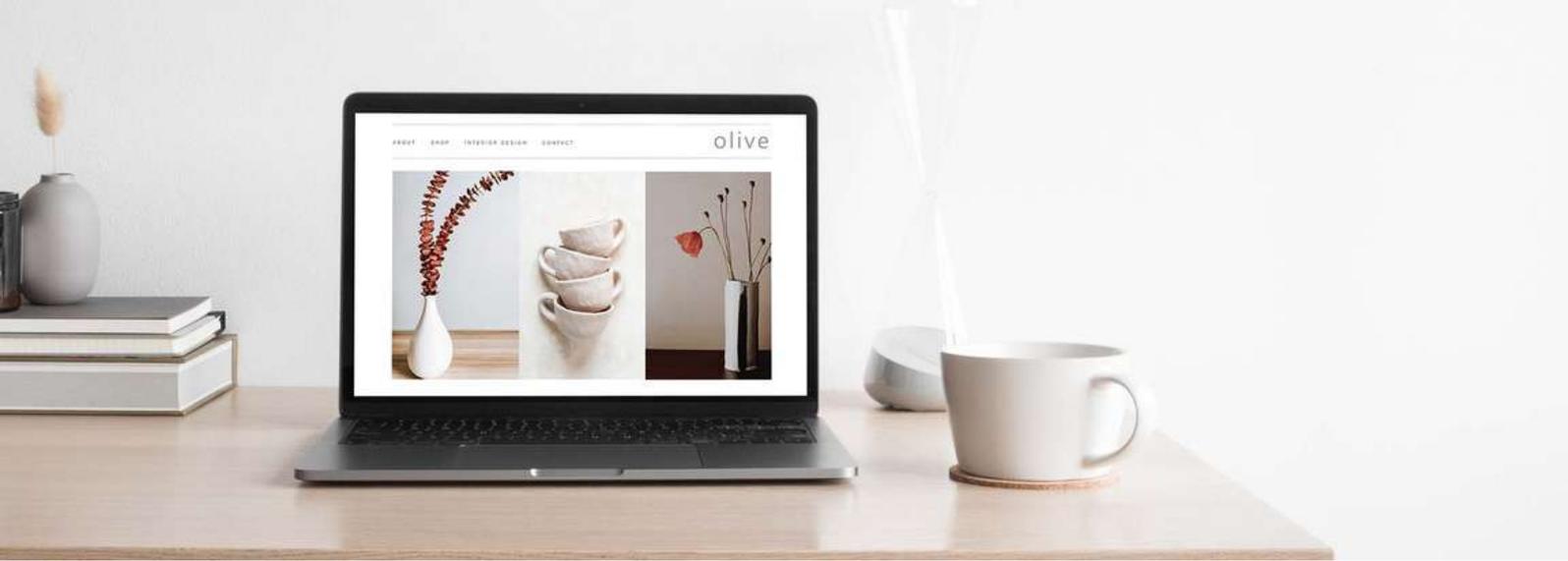
Take a look at my current packages and go ahead and book a free strategy call here:

<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: Simple Shopify Website

*This package sets you up with a simple and user-friendly Shopify website based on a free Shopify theme so you can grow your brand + online 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.
- ✓ Bite-size Shopify training videos.

### PERFECT FOR

New and small businesses looking for an affordable Shopify setup and design service with a fast turnaround time.

### RESULTS

- Grow sales with a Shopify website designed to convert.
- Your store will be connected to Facebook and Instagram Shop for omnichannel selling.
- Includes Shopify training in the form of short video clips.



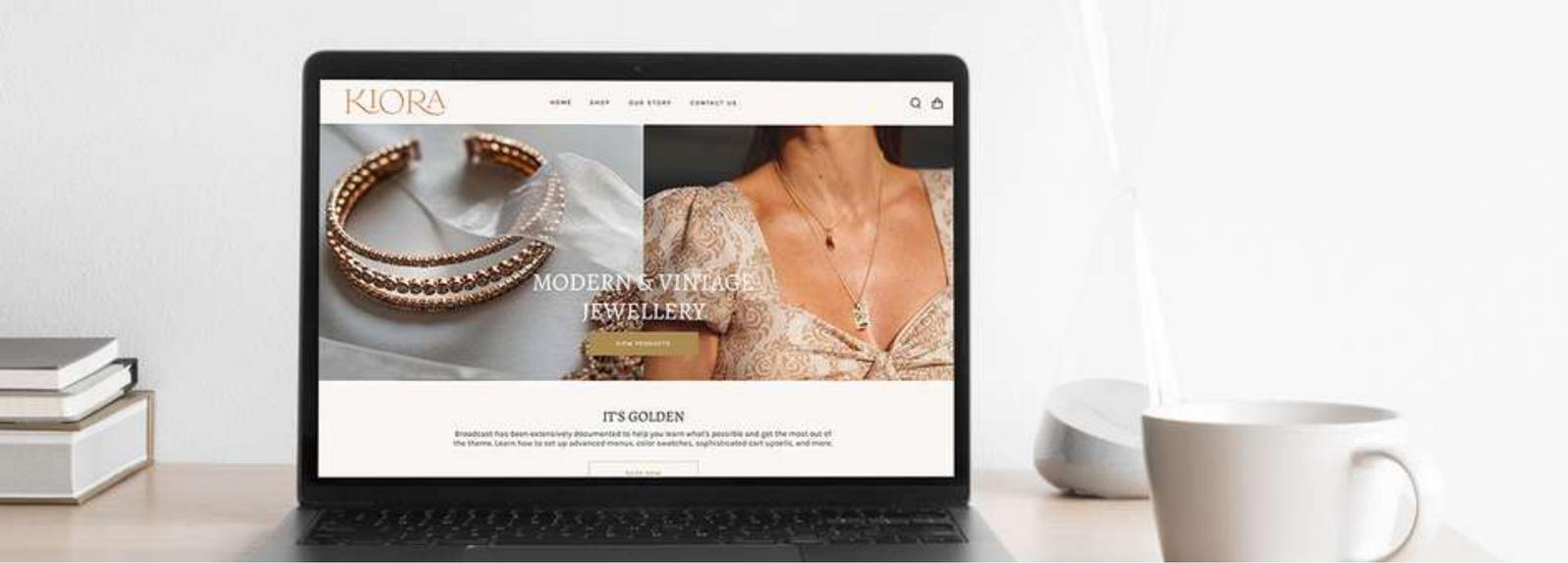
### TIMELINE

2 weeks



### COST

R9500 / \$850



## Package 2: Premium Shopify Website

*This package sets you up with a high-end Shopify website that is based on a premium theme. 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 + marketing guidance throughout the project.*

### 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.

### PERFECT FOR

Established & growing businesses ready to invest in a premium Shopify website.

### RESULTS

- Premium website designed to convert.
- Email nurture sequence to introduce new customers to your brand and drive sales via email marketing.
- A range of conversion optimisation features + functionality.
- Includes Shopify training in the form of short video clips.



### TIMELINE

4 weeks



### COST

FROM R25 500 / USD 2400



## What are the main differences between the Simple and Premium packages?

The Simple package is designed to be the most cost-effective solution for start-ups and new businesses that want a simple, beautiful and user-friendly Shopify website without all the bells and whistles. By using a free Shopify theme, we keep costs affordable at this delicate stage of business. With beautiful branding, thoughtful typography selection and gorgeous product imagery, we create a stunning Shopify website based on a free theme.

The Premium package is designed for established and growing businesses that are 1. Looking to upgrade and elevate their current website; 2. Ready to invest in a new premium Shopify website with all the bells and whistles.

As part of Package 2, I will help you identify the perfect-fit premium theme for your business. All Shopify themes have different features, functionalities and design elements, so it's important to identify the right ones for your brand, products and business goals. As part of package 2, I will also create a mockup of your homepage once we have chosen a premium theme, but before we purchase the theme. This helps you to better visualize what your website will look like using the theme (before committing to purchase). Package 2 also includes the design and creation of a strategic email marketing nurture sequence to help you nurture relationships with potential customers in an automated and streamlined way.

Both packages include Shopify training in the form of short videos.



## 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 R13 500 / USD 1250

# 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, apps/plugin list and final project cost.

02

## STRATEGY | DESIGN

This phase includes: Structuring your website and deciding what pages + content it needs; gathering content; collecting design inspiration; and designing the look and feel of your new website.

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.

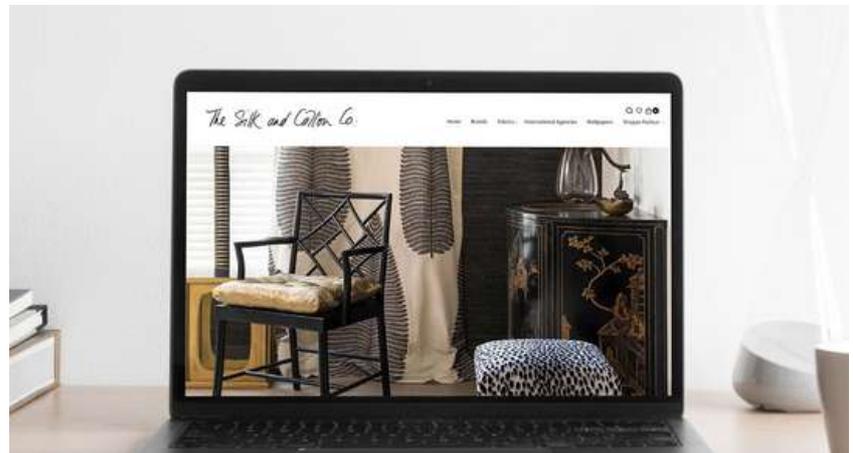
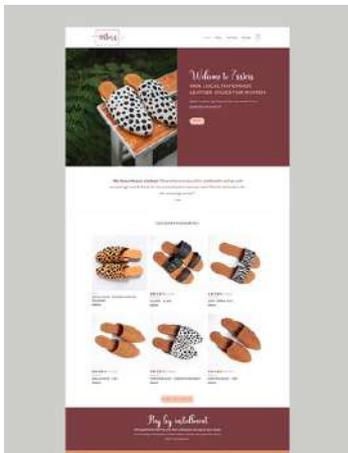
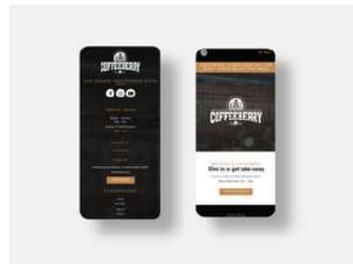
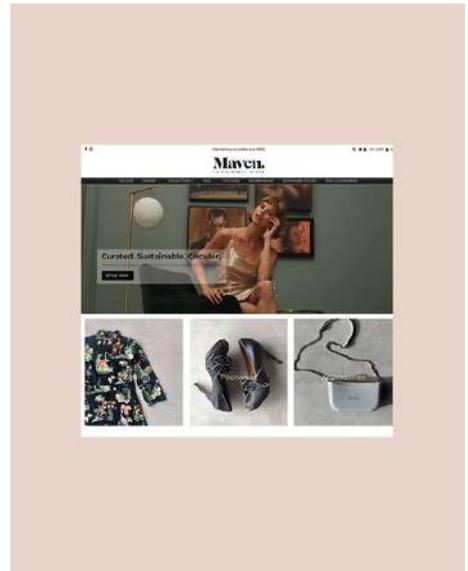
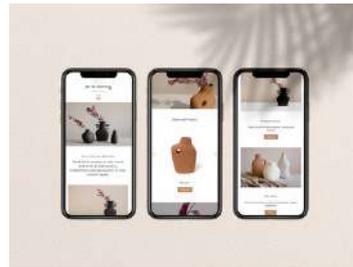
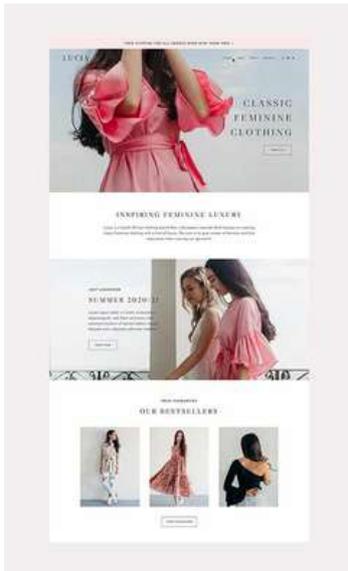
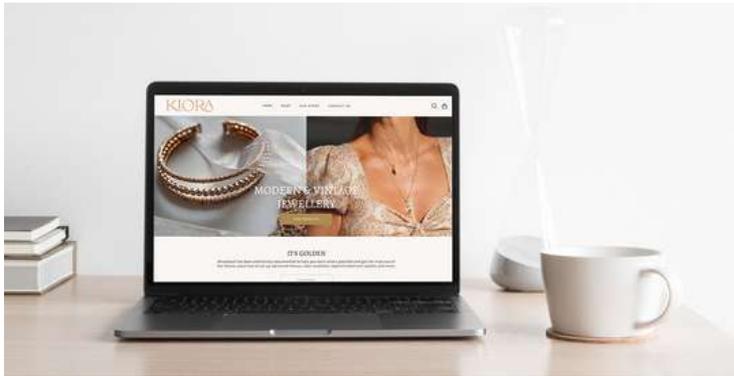
04

## 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 VISION

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

[BOOK CONSULTATION](#)