**Website Design & Development
Informational Package**

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PREPARED BY

Angelique Roussos
ange@monkeysat.work

MONKEYS AT WORK

INTRODUCTION

You have one chance to make a long lasting first impression with your potential customers —

I have been offering WordPress development services for over 9 years and have built websites ranging from small business websites to large customized projects. The design of your website is the first thing your visitors will see. So ask yourself this, is your website design creating the best possible first impression of your business?

First I start with an attractive, user-friendly, visual design. I put a huge emphasis on mobile-first design as well because a large percentage of potential customers will be visiting your page from their mobile device. Lastly, I optimize your website to be user friendly for all browsers as well.

I consider myself different from other service providers because my main focus is customer service. My bottom line is not the fact of getting paid, it is the fact of having a satisfied client and maintaining a long term business relationship. Anyone can learn how to make a website just to make money and be on their way. I like to offer a more personalized service.

I take this trait from my grandfather who has been awarded many awards from the Queen Elizabeth hotel for outstanding service. He taught me that as long as a client is happy, they will keep coming back to you.

So, that is my work philosophy! I am also person that you will have in your corner that will not abandon you or leave your online business in a terrible state. In the following pages, I will be getting into the details of my services so you can get a full overview of my offer.

Thank you for your consideration!

WHAT WE PROMISE

Fast Loading Speeds —

Yes, speed definitely matters. If your website takes longer than a few seconds to load then the visitor will most likely leave your website. Visitors browsing from their mobile devices are even more strict about this as 90% of visitors will leave if your website takes more than 5 seconds to load. People leaving your website due to slow loading times can have critical damage to your website ranking.

Clear Clickable Content —

How annoying do you find it when you're on a website and you have to zoom in on your phone in order to see the text or have to scroll to see the entire page? Mobile first design fixes this problem by increasing the text size, creating more prominent buttons and clickable phone numbers. All of these practices contribute to a better mobile user friendly design.

Responsive Design —

Not enough emphasis is put on the importance of having a responsive web design. More than half of website traffic around the world sources from mobile devices. So simply put, a mobile design is a must-have. If your website cannot be viewed properly on a mobile device, you will be losing a customer. I can design your website to look great on any device. Increase your lead conversions by giving customers a consistent user experience.

PROJECT TIMELINE

1 — **Sign Contract & Deposit**

A service agreement that will be signed digitally using Adobe Sign. Deposit to be sent before the work begins.

2 — **Design**

Creating a mockup of your website which gives us the opportunity to work out the details before heading into development.

3 — **Development**

During the development phase I set up checkpoints to test and debug the code in order to avoid future glitches.

4 — **Revisions**

Prior to launching your website, I run a series of tests to make sure all the elements are working as they are supposed to.

5 — **Launch**

Once revisions are completed and completely satisfied, then my next job is to take your website LIVE.

6 — **Updates**

I will always be here to provide you with training, answer your questions and keep your website updated.

OUR WEBSITE PACKAGES

Done for you packages —

The packages you will see below are **done for you packages**. I have created packages based off the most popular requests per category of website. These prices are also based off the idea of using a premium page builder rather than custom code. Do not worry! Your designs will still be custom made with a set amount of allocated to this phase. These prices are non negotioable which is why it is called **done for you**. If you need something more custom, lets say a one-page website or a larger ecommerce store, please read the section below.

Custom project —

We understand the needs of each business is different which is why we also offer custom pricing. Maybe you would like more time spent on design so we can create something well thought out and researched. Maybe you just need a landing page or a blog style website. Anything really! If you would like to go with a custom build, I would ask you to fill out a form that would give me a better idea of your needs and expectations.

Remember friends, custom does not meet more expensive! It mainly means more tailored to your needs.

Also, if you do prefer the use of custom code, this is the solution for you. Either contact me at ange@monkeysat.work to start this process or click the button below to fill out a request form. Otherwise, continue through this PDF to see our **done for you packages**!

FILL OUT REQUEST FORM

SMALL BUSINESS WEBSITE

$1500 +tx

BREAKDOWN	QUANTITY	HOURS	PRICE
Custom responsive design	5 pages	5 hours	$750
Responsive development	5 pages	3 hours	$450
Optimization	Entire website	1 hour	$150
Quality Assurance	Entire website	1 hour	$150
Consultation	2 phone calls	-	Included
Subtotal	-	10 hour project	$1500
Taxes	-	-	GST $75.00 QST $149.63
TOTAL			**$1,724.63**
TIMELINE			**2 - 3 WEEKS**

LARGE BUSINES WEBSITE

$2500 +tx

BREAKDOWN	QUANTITY	HOURS	PRICE
Custom responsive design	10 pages	10 hours	$1500
Responsive development	10 pages	5 hours	$750
Optimization	Entire website	1 hour	$150
Quality Assurance	Entire website	1 hour	$150
Consultation	3 phone calls	-	Included
Subtotal	-	17 hour project	$2500
Taxes	-	-	GST $125.00 QST $249.38
TOTAL			**$2,874.38**
TIMELINE			**3-5 WEEKS**

ECOMMERCE WEBSITE

$4500 +tx

BREAKDOWN	QUANTITY	HOURS	PRICE
Custom responsive design	10 pages	14 hours	$2100
Responsive development	10 pages	9 hours	$1350
Setup Basic WooCommerce	-	1 hour	$150
Addition of products	15	$40/each (approx 4 hours)	$600
Optimization	Entire website	1 hour	$150
Quality Assurance	Entire website	1 hour	$150
Consultation	5 phone calls	-	Included
Subtotal	-	17 hour project	$4500
Taxes	-	-	GST $225.00 QST $448.88
TOTAL			$5,173.88
TIMELINE			4-6 WEEKS

CONCLUSION

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I would like to thank you for your time and consideration. I know that Website Design & Development is fairly unknown territory for most people so please feel free to reach out if you have any questions and need more details.

This service has been sculpted to be able to serve any business in any industry.

I have a very concrete web development process that I have put together. It will allow us to communicate and work at a highly productive rate. My goal is to build a long lasting and trustworthy connection with all my clients.

I hope to speak with you soon! Take care and keep safe.

Angelique Roussos
Monkeys at Work

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