

pricing guide

WELCOME MESSAGE	03
MISSION STATEMENT	04
PRICING PHILOSOPHY	05
SERVICE TIERS	06
KIND WORDS	11
À LA CARTE MENU	12
ANCILLARY EXPENSES	14

table of contents

welcome

I'm thrilled that you're considering my web design services, and I understand that pricing is a crucial factor in your decision-making process. To help you navigate this important aspect, I've put together this comprehensive pricing guide.

In these pages, I'll provide you with a transparent breakdown of the services I offer, hourly rates, additional services, and the value I bring to your web design project. My aim is to ensure that you have a clear understanding of the costs involved and the scope of work covered, empowering you to make an informed decision that aligns with your budget and business objectives.

I understand that your project is unique, and I encourage you to reach out to me for a personalized quote and a more detailed discussion about your specific requirements. Together, we can bring your vision to life and craft an extraordinary online presence.

Thank you for considering my web design services. I'm excited about the opportunity to work with you and help you achieve your online goals. If you have any questions or need further assistance, please don't hesitate to get in touch. Let's embark on this web design journey together!



Simone Williams
LEAD DESIGNER

MISSION STATEMENT

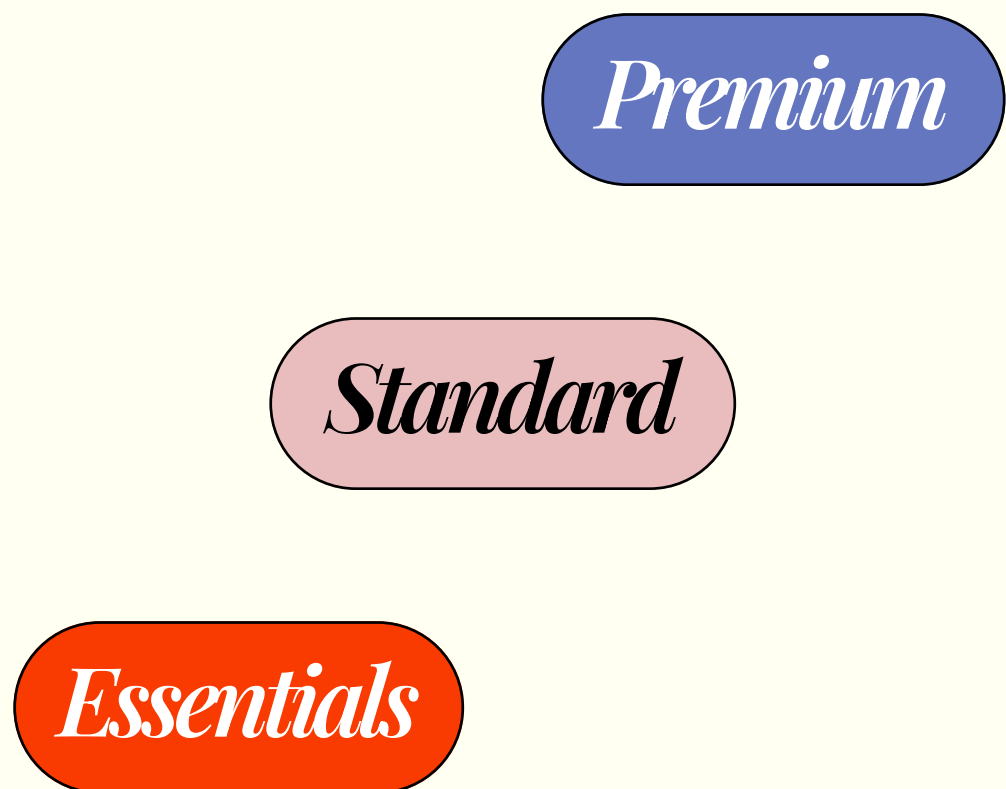
*To empower small businesses with
impactful digital experiences
through innovative web design
solutions.*

pricing philosophy

MY APPROACH

As a freelance web designer, my pricing philosophy revolves around adopting a penetration pricing strategy. I firmly believe in offering competitive rates that provide exceptional value to my clients while allowing me to establish a strong presence in the market. By setting my prices relatively lower than the average market rates, I aim to attract a larger customer base and build long-term relationships. Penetration pricing allows me to showcase my skills, expertise, and commitment to delivering high-quality web design services, positioning myself as a go-to professional in the industry. As I gain credibility and expand my client portfolio, I may gradually adjust my pricing to reflect the value and experience I bring to the table. Ultimately, my goal is to create mutually beneficial partnerships, where clients receive outstanding web design solutions at affordable rates, and I continue to grow and thrive as a freelance web designer.

Service tiers



OVERVIEW

As a freelance web designer, I offer a comprehensive range of service tiers to cater to the diverse needs and goals of my clients. From the **Essentials** Tier, designed for clients seeking a simple yet professional online presence, to the **Standard** Tier, offering an expanded set of features for enhanced engagement, and the **Premium** Tier, providing advanced functionality and customization options, there is a tier to suit every requirement.

service tiers

Essentials

Standard

Premium

# OF PAGES	3 PAGES	5 PAGES	7 PAGES
# OF REVISIONS	1 REVISION	2 REVISIONS	3 REVISIONS
UX/UI DESIGN	✓	✓	✓
MOBILE-FRIENDLY	✓	✓	✓
CONTENT MANAGEMENT SYSTEM	-	✓	✓
PORTFOLIO DESIGN	+\$250	✓	✓
THIRD-PARTY INTEGRATION	-	✓	✓
ANALYTICS SET-UP	-	✓	✓
PERSONALIZED TRAINING	-	✓	✓
BLOG DESIGN	+\$275	+\$275	✓
COPY WRITING + IMAGE SOURCING	+\$125	+\$200	✓
SEARCH ENGINE OPTIMIZATION	FOUNDATIONAL	COMPREHENSIVE	ADVANCED
POST-LAUNCH SUPPORT	UP TO 30 DAYS	UP TO 30 DAYS	UP TO 60 DAYS
APPROXIMATE TIME TO COMPLETION	6 WEEKS	8 WEEKS	10 WEEKS
COST OF TIER	\$700	\$1,250	\$2,000

Essentials

Perfect for clients who are just starting their online presence or need a simple, yet professional website. In this tier, I provide a custom-designed Webflow homepage, two dynamic Webflow web pages, responsive design for optimal viewing on mobile devices, basic contact form integration, and essential SEO optimization to improve visibility.

- ✓ Custom-designed homepage with 2 additional dynamic pages (e.g., About Us, Contact).
- ✓ Responsive design optimized for various screen sizes and devices.
- ✓ User-friendly navigation menu.
- ✓ Contact form integration to capture inquiries and messages.
- ✓ Foundational SEO to improve search engine visibility (e.g., meta tags, page titles).
- ✓ Social media integration, enabling visitors to connect with you (e.g., icons, links).
- ✓ Standard image optimization with image compression, as needed.
- ✓ Incorporating copy cohesively in respect pages.
- ✓ Webflow website hosting and domain set-up or transfer.
- ✓ Basic analytics set up (e.g., Google Analytics).
- ✓ 1 round of revisions.

ESTIMATED TIME TO COMPLETION: 6 WEEKS

INVESTMENT: **700**

Standard

Ideal for clients looking for a more comprehensive web presence. This tier includes all the features of the Essentials Tier, with additional benefits such as five web pages, integration of an image gallery/portfolio, a content management system (CMS) for easy updates, and integration of third-party plugins or widgets.

- ✓ Everything included in the Essentials Tier, plus:
- ✓ Custom-designed homepage with 4 additional dynamic pages.
- ✓ Enhanced responsive design with cross-browser compatibility testing.
- ✓ Image gallery and/or portfolio integration using Webflow content management system.
- ✓ Integration of third-party plugins or extensions.
- ✓ Comprehensive SEO (e.g., image alt tags, header tag optimization).
- ✓ Advanced forms and lead generation functionality.
- ✓ Google Workspace (i.e., business email) set-up.
- ✓ Personalized Webflow CMS training and support.
- ✓ Social media posts for launch announcement.
- ✓ 2 rounds of revisions.

ESTIMATED TIME TO COMPLETION: 8 WEEKS

INVESTMENT: **1250**

Premium

Designed for clients seeking a more robust and dynamic web presence. Building upon the features of the Standard Tier, clients enjoy custom-designed templates for seven pages, and advanced forms and lead generation functionality help capture valuable customer information. The website undergoes advanced SEO strategies, including site speed optimization and XML sitemap implementation.

- ✓ Everything included in the Standard Tier, plus:
- ✓ Custom-designed homepage with 6 additional dynamic pages.
- ✓ Blog or news section setup.
- ✓ Content creation (e.g., copywriting, image sourcing).
- ✓ Advanced UX/UI design (e.g., parallax scrolling, microinteractions).
- ✓ Advanced SEO strategies (e.g., off-page optimization, advanced keyword research)
- ✓ Custom backend development for complex functionalities.
- ✓ Integration and development of custom APIs, as needed.
- ✓ Extended post-launch support.
- ✓ 3 rounds of revisions.

ESTIMATED TIME TO COMPLETION: 10 WEEKS

INVESTMENT: **2000**

KIND WORDS

“Working with Simone was amazing. She is very responsive and works very quickly, ensuring that you are satisfied with the outcome. I was updated every day about my website and every update blew me away.”

Corey Hart
FOUNDER OF DISTINCT VISIONZ

ADD-ONS

à la carte menu

WEBSITE MIGRATION + PLATFORM TRANSFER

COMPLIMENTARY

Assistance in migrating an existing website to Webflow from current hosting platform.

WEBFLOW TRAINING

COMPLIMENTARY

Comprehensive documentation on how to manage the website and update website content using the Webflow CMS platform.

LANDING PAGE DESIGN

\$350

Design and optimization of a high-converting landing page tailored for specific marketing campaigns or promotions to maximize user engagement and lead generation.

ADD-ONS

à la carte menu

ADDITIONAL WEB PAGE

\$250/PAGE

Expand the website's structure and layout with additional web pages to accommodate new content and provide enhanced information or functionality to the users.

ADDITIONAL REVISIONS

\$25/HOUR

Additional revisions beyond the agreed-upon limit are charged at the Designer Rate. Continue to refine and fine-tune your website design until it meets your desired vision and specifications.

WEBSITE MAINTENANCE + SUPPORT

\$25/HOUR OR \$75/MONTH

Ongoing technical assistance, updates, and performance optimization to ensure the smooth functioning and longevity of a website.

ASSOCIATED COSTS

ancillary expenses

WEBFLOW WEBSITE HOSTING	\$35/MONTH
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GOOGLE WORKSPACE	\$10/MONTH
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DOMAIN REGISTRATION/RENEWAL	~\$20/YEAR
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STOCK PHOTOS OR PREMIUM GRAPHICS	~\$50
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SSL CERTIFICATE	INCLUDED
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simone
breanna

ready to get started?

SCHEDULE A DISCOVERY CALL



hello@simonebreanna.co



@simonebreanna.co



simonebreanna.co

