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BRANDARTERY.
Web Design · Photography · Copywriting · Branding

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Brand Artery's Service Packages

July 9, 2020

This sheet lists the modules included in every Brand Artery website project, plus add-on packages to extend your web presence and broaden its foundations.

Feel free to ask me about services not listed here, e.g., print design!

Pos.	Service	Price
1	**Carefree Package: The Essentials** *Modules included in every Brand Artery project.*	tbd
incl.	Full project with strong concept, contents and graphics	
incl.	X pages + front page, imprint, cookie/privacy policy	
incl.	User experience tailored to your target demographic	
incl.	Modern appearance with distinct visuals and writing	
incl.	Call to Action: simple ways to establish contact	
incl.	Cross-media support: connections to your extended web presence	
incl.	Shared management tool for metadata, style guide, fact sheet, keywords and more.	
incl.	Personal guidance and support during the project e.g. Skype, Facebook, Zoom, e-mail: matt@brandartery.com	
incl.	Appraisal: as-is-analysis, planning and strategy for project schedule and website structure, UX and design	
incl.	Setup and configuration: database, WordPress + default plugins, themes	What is this?	
incl.	301 redirects: redirection of old URLs to new ones	
incl.	Development of pages and content: implementation / creation of digitally provided texts and graphics including technical processing for use on the web	
incl.	Implementation of testimonials (provided by client)	
incl.	Text editing: support for rewording / revision of content with focus on topical, appealing presentation. Support for Marketing, development of claims, headlines, texts.	
incl.	Basic SEO: On-Page SEO, social media optimization, Google Search Console	More Info	
incl.	User-friendly 404 error page	What is this?	

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incl.	Responsive design: adaptation of layout and content for optimal display on mobile and tablet devices	
incl.	Favicon, Android/Apple Touch Icon, Windows 10 tile: Development, implementation	Example	
incl.	Compliance with privacy laws/GDPR: privacy policy, imprint, cookie notice and banner	together with client	
incl.	Page speed optimization	
incl.	Encryption / security: activation of HTTPS / SSL after launch, setup of "Shield" plugin incl. firewall, setup of HTTP security headers etc.	
incl.	Training and user manual: workshops for independent website use and maintenance, handover of the user manual including tutorial videos	
incl.	Tracking/analytics: setup of GDPR-compliant web analytics tool Matomo (similar to Google Analytics) to monitor traffic and stats; adjustment of privacy policy. By request: setup of Google Analytics instead.	More info	
incl.	Live monitoring using UptimeRobot to allow quick intervention if website becomes unreachable	
2	**Coolness Add-Ons** *Additional features and solutions for your website.*	
2-1	Setup and config: hosting, domain, e-mail	What is this?	$200.00
2-2	Domain move: transfer of existing domain from old hosting provider to new one / ours	$200.00
2-3	E-mail move: transfer of existing mailboxes from old hosting provider to new one / ours	$250.00
2-4	Translation of all contents to German	tbd
2-5	Copywriting: Creation of texts based on interviews and / or information / materials from customer	tbd
2-6	Setup, design and configuration of a blog	$200.00
2-7	Branding: conception and creation of wordmark (stylized text as logo), colour palette, fonts, visual identity	$300.00
2-8	Fact sheet: together, we answer the most relevant questions about your business and collect keywords, e.g.: who, what, where, how, whom for, when, why? (2-3 hrs)	$200.00
2-9	Google my Business: registration with Google's integrated business directory for optimized search results, or optimization of existing GmB membership	$250.00
2-10	Setup, design and configuration of a calendar using plugin "The Events Calendar"	$200.00

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2-11	Live chat: installation, configuration of customer support software, Livezilla feat. chat, ticket system and more	$200.00
2-12	Complex web forms (e.g. for orders, reviews, file transfers...): setup and design using "Contact Form 7"	$200.00
2-13	Multi-language functionality: implementation using plugin "Polylang" (translations delivered by client)	tbd
3	**Premium Add-Ons** *Top features and extensions for your website.*	
3-1	Photography: photo sessions on site, including during daily operations and special events	tbd
3-2	Community forum: conception, implementation and design using the plugin "bbPress"	$300.00
3-3	Custom content types for WordPress, e.g. stores, paintings, recipes, albums...	$350.00
3-4	Local citations: entry in portals / directories, Google my Business, Maps, business directories etc. and / or revision of existing entries	tbd

Thanks for your interest in my services. Don't hesitate to contact me at matt@brandartery.com if you would like to know more.

I look forward to hearing from you!

Matthias Elsdörfer *(Matt Eastwood)* | Brand Artery.