

## Brand Artery's Service Packages

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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	<b>Carefree Package: The Essentials</b> <i>Modules included in every Brand Artery project.</i>	tbd
incl.	Website with X pages + front page & legal documents   „Coming Soon“ page pre-launch	
incl.	Full project with strong concept, contents and graphics	
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.	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: <a href="mailto:matt@brandartery.com">matt@brandartery.com</a>	
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   <a href="#">What is this?</a>	
incl.	301 redirects: redirection of old URLs to new ones (max. 20)	
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.	Basic SEO: On-Page SEO, social media optimization, Google Search Console   <a href="#">More Info</a>	
incl.	User-friendly 404 error page, 404 redirects   <a href="#">What is this?</a>	
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   <a href="#">Example</a>	
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.	E-mail whitelisting so that e-mails sent from your domain don't land in the recipient's spam filter.	
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.   <a href="#">More info</a>	
incl.	Live monitoring using <a href="#">UptimeRobot</a> to allow quick intervention if website becomes unreachable	
<b>2 Coolness Add-Ons</b> <i>Additional features and solutions for your website.</i>		
2-1	Setup and config: hosting, domain, e-mail   <a href="#">What is this?</a>	\$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
incl.	Copy editing: proofreading, rewording or revision of texte for appeal and SEO, for ~600 words per page. Support for Marketing, development of claims, headlines, texts.	tbd
2-5	Text production (copywriting) based on interviews and materials from customer, ~600 words per page	tbd
2-6	Image research: find and implement stock photography that matches the company's corporate identity	\$100.00
2-7	Setup, design and configuration of a blog	\$200.00

2-8	Branding: conception and creation of wordmark (stylized text as logo), colour palette, fonts, visual identity	\$300.00
2-9	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
2-10	Google my Business: registration with Google's integrated business directory for optimized search results, or optimization of existing GmB membership	\$250.00
2-11	Setup, design and configuration of a calendar using plugin "The Events Calendar"	\$200.00
2-12	Live chat: installation, configuration of customer support software, Livezilla feat. chat, ticket system and more	\$200.00
2-13	Web forms (e.g. contact, orders, reviews, file transfers...): GDPR-compliant setup and design using "Contact Form 7"	\$200.00
2-14	Multi-language functionality: implementation using plugin "Polylang" (translations delivered by client)	tbd
<b>3 Premium Add-Ons</b> <i>Top features and extensions for your website.</i>		
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](mailto:matt@brandartery.com) if you would like to know more.

I look forward to hearing from you!



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