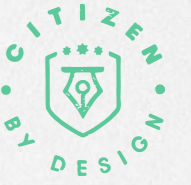


Websites By Design

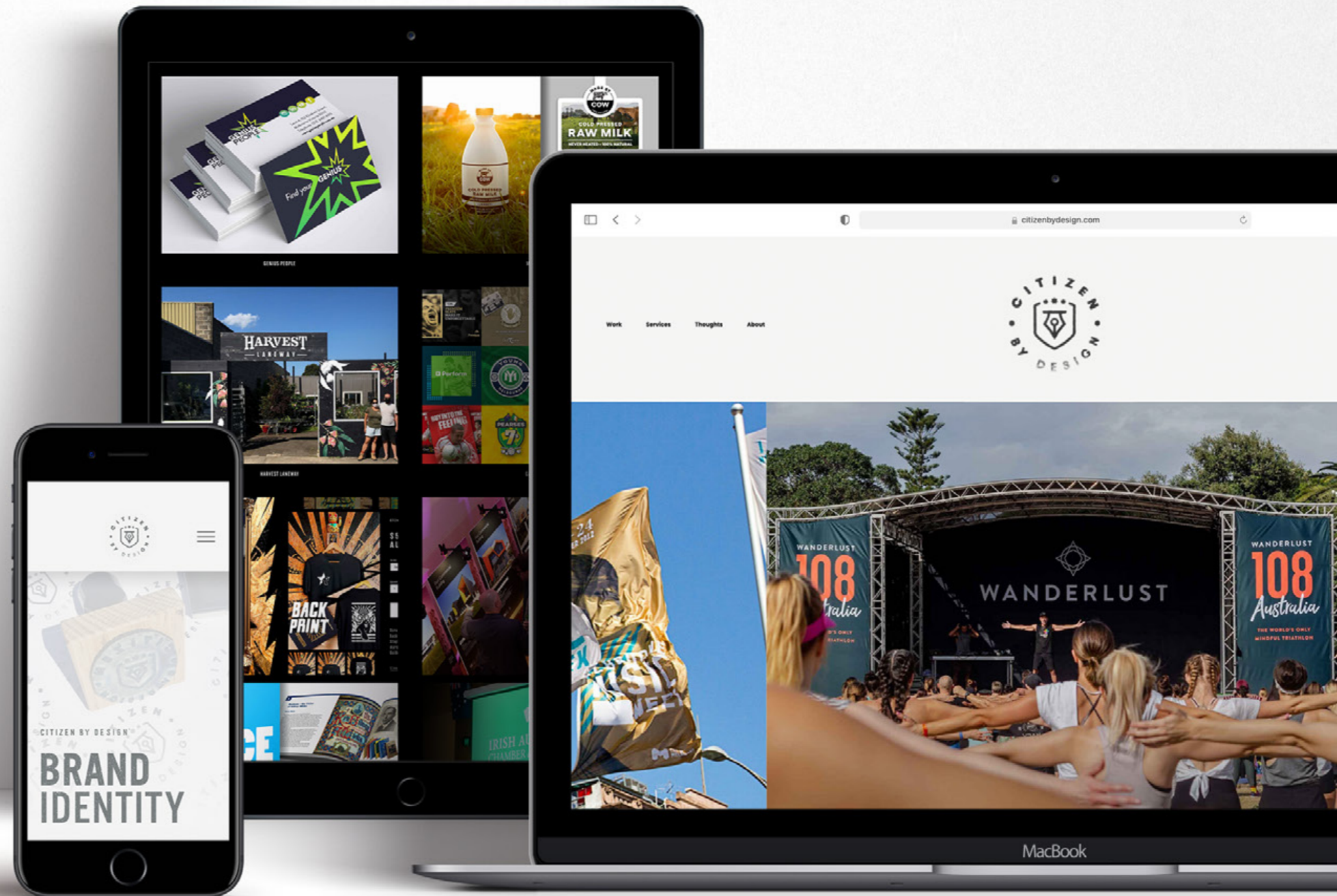


Citizen By Design®



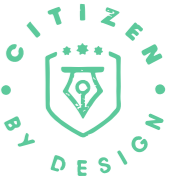
Elevate your online presence.

Websites are one of the most important touch-points for your business. Develop an engaging and visually stunning site which gives you greater reach and deeper connection with your audience.

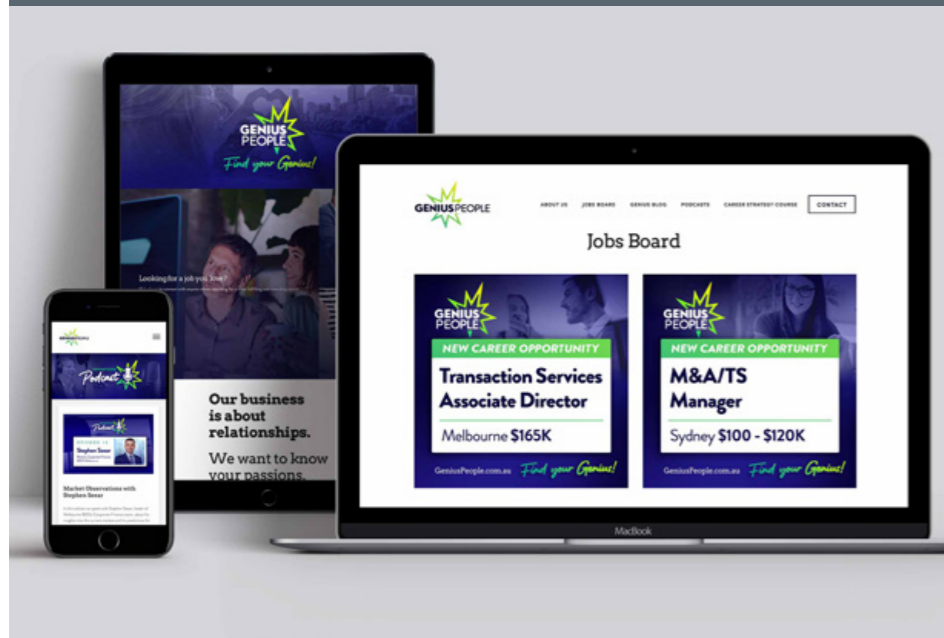


MacBook

Websites we've built and manage include:

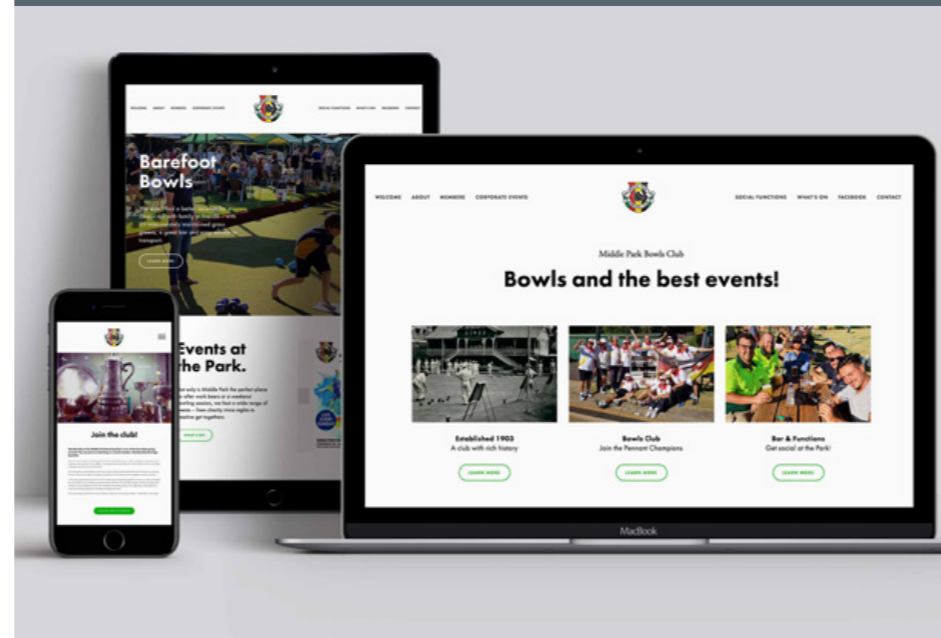


GeniusPeople.com.au



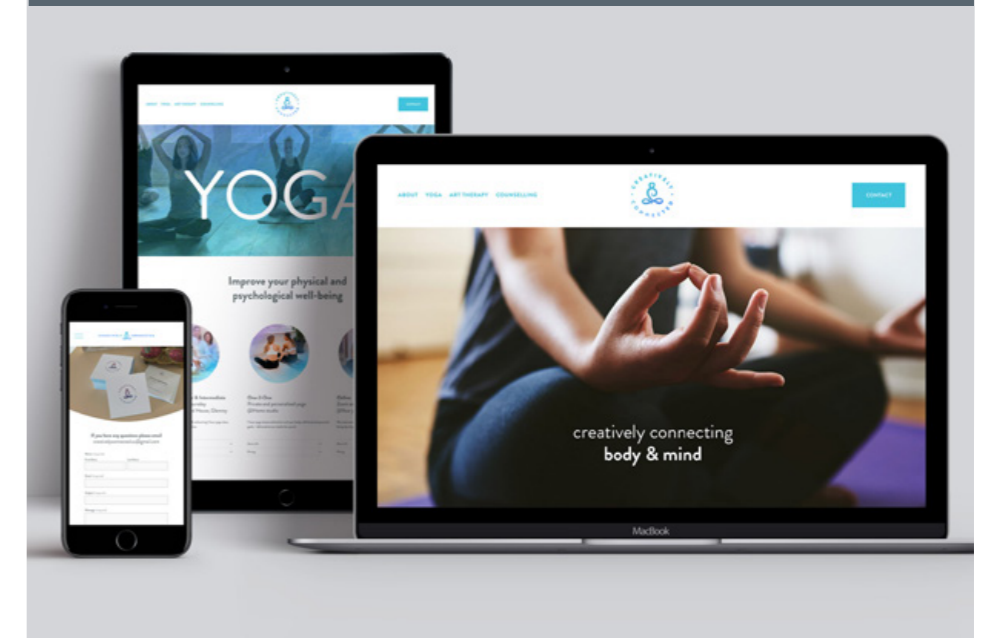
We brought Genius People's branding to life in their website, dynamically showcasing their range of services and providing a permanent home for their digital content – integrating their website with social media to create a seamless online brand experience.

MiddleParkBowls.com.au

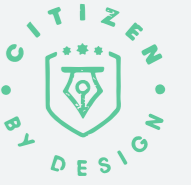


A club with a rich history who needed a modern website to attract new members. We refined Middle Parks visual branding and delivered a fully functional website, providing them with a platform to advertise function spaces and promote special events.

CreativelyConnected.com.au



Helping a small business to connect, grow and nurture their audience. Squarespace is perfect choice for clients who want to manage and make updates to their own website – it's as easy as making updates to your social media.



Website Project

In today's digital world, an online presence is more critical than ever and a must-have for any business serious about making an impact.



Please Note: All prices are exclusive of GST and intended as a guide only as they may increase or decrease depending on your specific requirements.

Projects commence at:

\$5K + GST

50% deposit is required prior to commencement of design project.

DESIGN OUTCOMES / DELIVERABLES

A fully functional website: with pages such as Homepage, About, Contact, Blog, etc.

SEO: descriptions will be added to pages and images on your site, helping customers find you.

Domain connection: your new website on your current URL (requires domain provider access)

Social media: social posts set-up to automatically appearing on your site (requires access)

Training: tutorial showing you how to easily make updates & changes to your site.

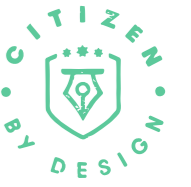
PROCESS

Upon contacting me you will receive a design brief to fill out – please provide as much information in this as possible, so your final designs are tailored to exactly meet your needs.

Next stage is an initial consultation phone or video call to refine our design brief.

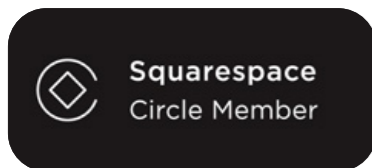
This package includes 2× rounds of refinement to your chosen website concept.

Please note that additional developments can be made at an additional cost.

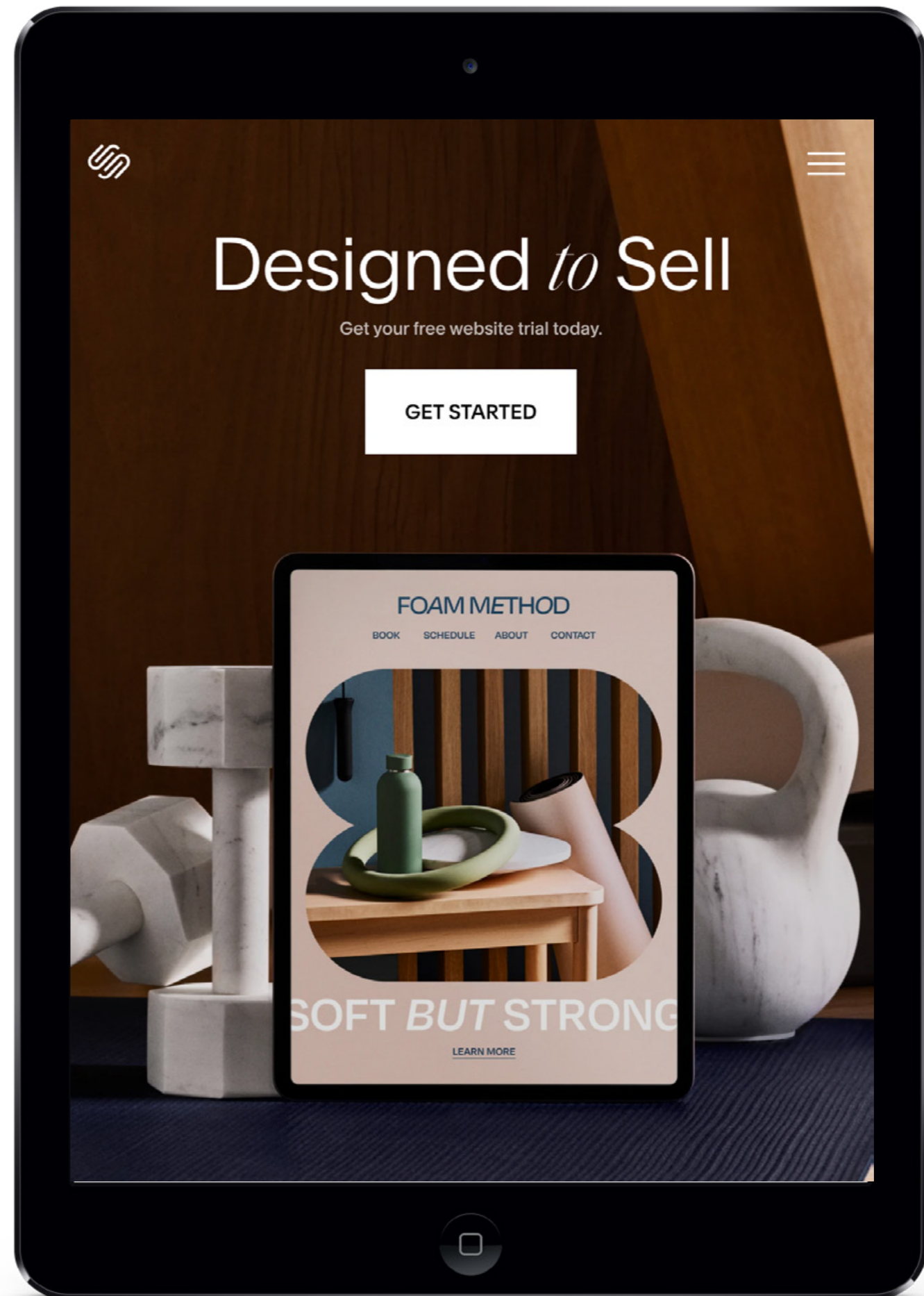


Our websites are built using Squarespace, because of its industry-leading design and functionality.

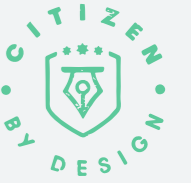
By using the Squarespace website builder we can quickly create a site that will help your business grow. This platform offers our clients the ability to edit their own website with minimal training – it's as easy as making updates to your social media.



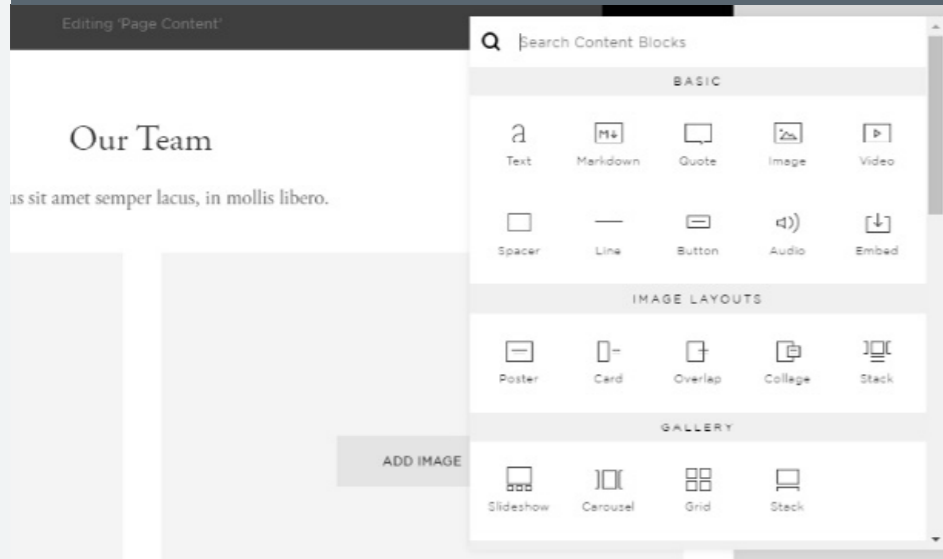
Citizen By Design® is an accredited Squarespace developer



9 reasons why we recommend Squarespace



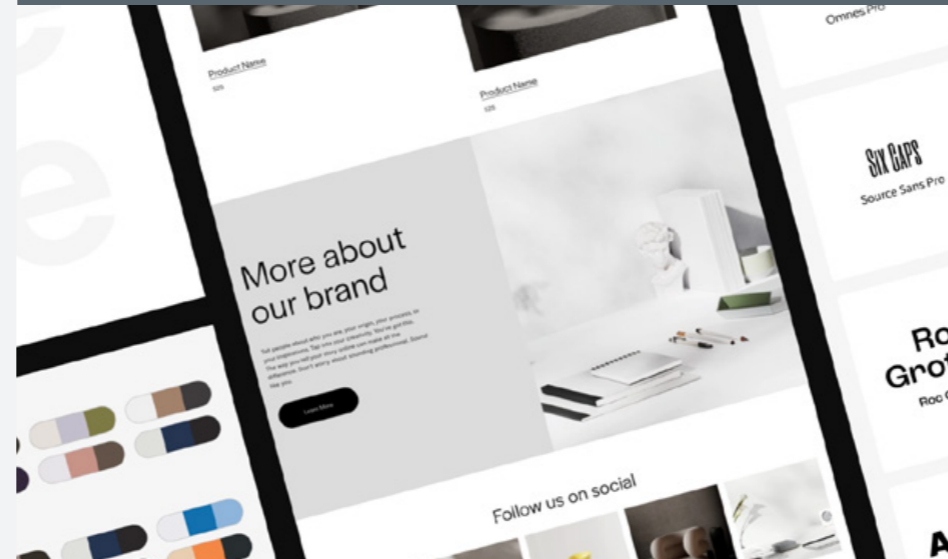
1 Easy to use



The Squarespace CMS allows you to edit text, add photos and other files to your website – **without having any technical/HTML knowledge.**

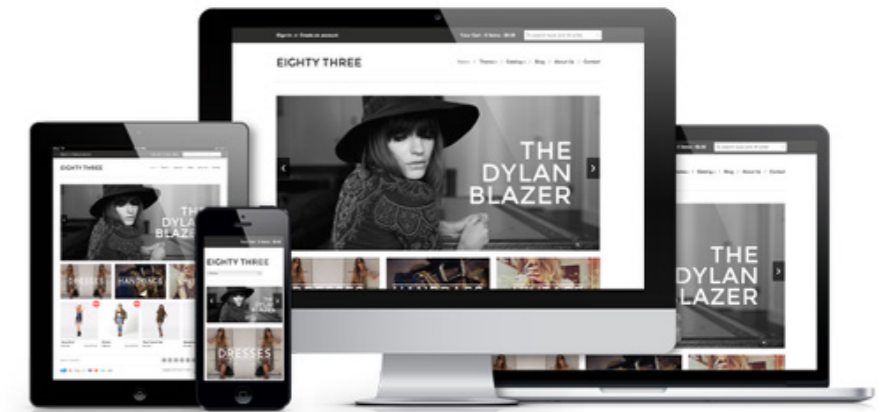
Because Squarespace is a hosted product, it means you can access the CMS from any web browser. All you do is log into your website and you can edit your website's content.

2 Modern designs



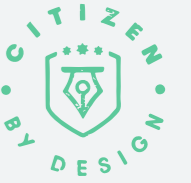
Squarespace features a large collection of pre-built website templates you can customise to make your own websites. These templates feature modern and professional designs that suit almost any kind of a website you want to build.

3 Desktop & Mobile

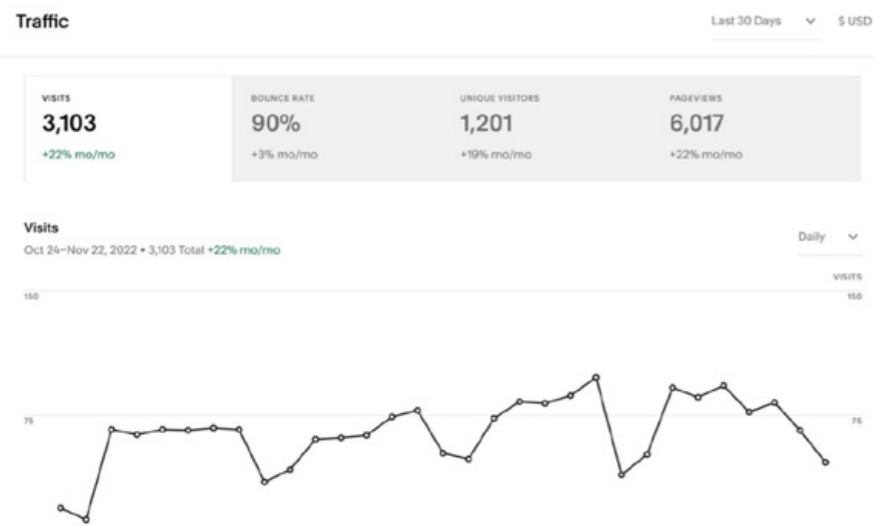


Squarespace's built-in responsive design resizes your content and images to fit different devices and screen widths. With responsive design, visitors can automatically view your site in many ways, so you don't need to create separate sites for every potential device, browser, and display width.

9 reasons why we recommend Squarespace



4 Site Analytics



Gain powerful insights into who's visiting your site and how they're interacting with your content with in-depth website Analytics tools.

5 SEO



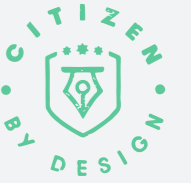
Search Engine Optimisation is the process of improving your site's ranking in search results. Easy to use SEO management is built into every Squarespace site, and while the factors search engines use to rank sites change frequently, Squarespace is regularly updated to use the best SEO practices.

6 Social Media

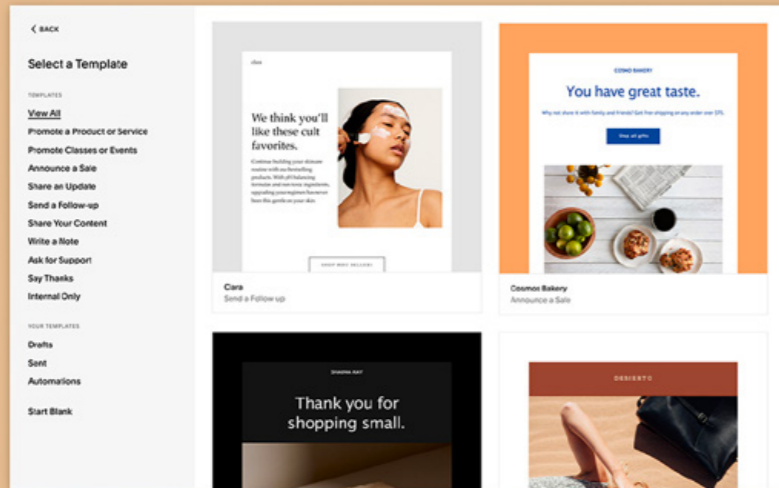


Connect with a wider audience and increase your site's reach with Squarespace's social sharing tools and integrations. This allows you to pushing new site content to your social accounts, and also pulli social media content directly into your site.

9 reasons why we recommend Squarespace

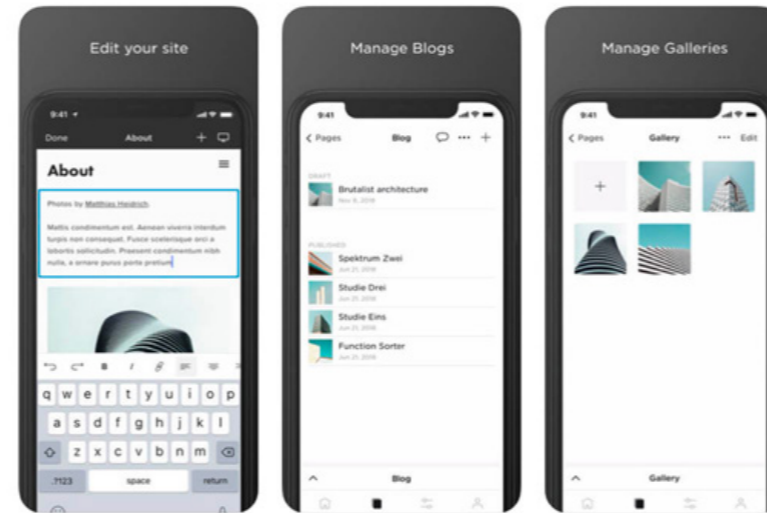


7 Email Marketing



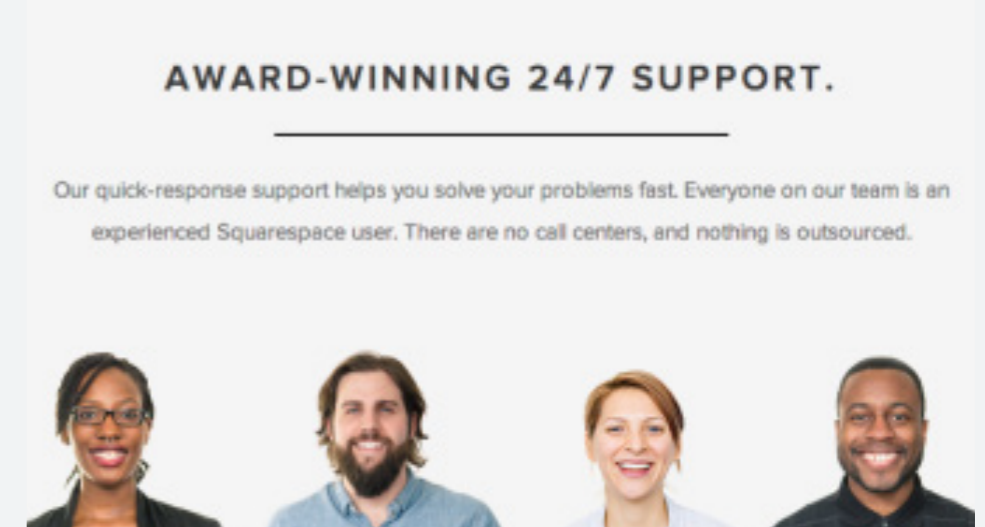
Reach and retain customers with email campaigns. With Squarespace you can send on-brand emails, by pulling content like your site logo and blog posts directly into your emails. You can view email analytics and also connect to third-party email marketing services like Mailchimp.

8 Mobile App



With the Squarespace app you can edit your site on the go – create and publish new content, make changes, upload photos from your camera roll, and effortlessly update your website’s design, as well as keeping track of your website analytics.

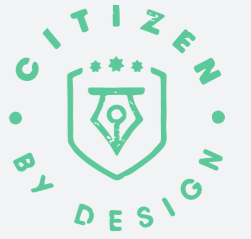
9 Support



Squarespace has great tech-support, and there's easy to follow video tutorials for when you'd like to develop your skills.

Website Development

Stages and description of work to be done



Stage 1

Briefing and Website set-up

- We'll discuss your website requirements and review all the supplied material you'd like to display on your website.
- Once we've clarified the goals for your website we'll start customising a Squarespace site with your content.

Stage 2

Design, Review and Test website

- We'll build your website with designer fonts, color palettes and imagery that best fit your brands style and your businesses online requirements.
- We'll send you a weblink to view your new site design, which will display all your supplied content including features like maps, social media scrollers, gallery images, etc.

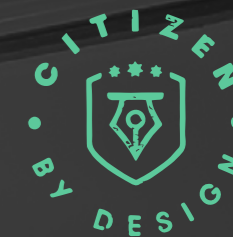
Stage 3

Finalise and Launch your website

- We'll apply any final amends and edits to your site.
- Once approved your website will be re-linked to your personal domain.
- SEO descriptions will be added to pages and images on the site.
- Once your sites launched we'll arrange a Zoom training session, showing you the backend of your website and how to make updated and check your analytics.

Thank you for reviewing this proposal.

If you'd like to see more
examples from our portfolio,
please visit:



Proud member of the Australian
Graphic Design Association

