

THE HIGHBOARD CREATIVE

# Rate Card

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## CONTACT

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the-highboard.com

*Launch your website from the top*

# Your Project

You are a hard working, well-qualified and experienced professional. You have expertise and confidence in your skills and you are well-respected in your field. You have loyal clients and have worked hard to develop strong relationships with them.

Now, you're at a crossroads. You want to increase visibility and drive traffic to your site, targeting your ideal clients and boosting your revenue, but you feel self-conscious about the current iteration of your website and that's stalling your marketing efforts. In the past, you put pressure on yourself to do it all on your own and you worked hard to create the website you have now, but you know in your heart you need a more sales focussed and professional website to attract the clients you want to work with. You're stretched too thin, and you need support.

You want to work with an experienced and supportive website design expert who can guide you to a more polished and professional site that works harder behind the scenes.

**You want a beautiful website that you can use to showcase your testimonials and expertise. At this stage in your career, you need to focus on what you do best. It's time to upgrade.**

You're not about busy, chaotic websites and endless sales scripts – you are strong enough and confident enough in your expertise to say all you need via meaningful copy, on-brand imagery and glowing testimonials.

In a world determined to keep us online, you speak volumes by representing your brand with confidence, clarity and style. By letting your hard work speak for itself without sneaky sales gimmicks. By respecting your clients' time (and your own) and allowing them to access the information they need in a way that feels both intuitive and joyful.

Your website can't just look pretty. It needs to be easy to update and grow as you scale your business. It needs to have a beautiful easy to scan layout and it's imperative that it works perfectly on any device. Your website needs to stand up to your competitors and integrate with your admin, booking and marketing software. You don't want to have to worry about updates, plugins, hosting and domains – your time is better spent focusing on your growing business. It goes without saying that everything needs to be completely secure with the correct certificates in place.

## Personalised Service

I am proudly a company of one – when you work with me, you have my undivided attention. I can advise on your website based on my years of experience, but my area of expertise is web and systems design, and I'm proud to have networked relentlessly to build a team of experts we can call on to support you throughout the project.

Whether you need a brilliant copywriter to put your message across, a branding expert to translate your vision, coaches to support you with your business, confidence experts to help you shine online, marketing and SEO specialists – I can even connect you with a brilliant stylist to prepare you for videos and photoshoots.

I want to support you, and I have a team waiting in the wings to help you as much as you need.

# Your Investment

Each package is completely customisable to fit your needs and budget.

## PACKAGE ONE

### Launch from the Top

My top selling package positions you perfectly to launch your website from the very top. We start with my tried and tested Brand Strategy Session to dig deep into your brand message and what sets you apart from your competitors. Your Brand Strategy Guidelines then underpin your website and marketing as I go on to create five beautifully designed, completely bespoke pages that give prospective clients an in-depth understanding of your brand story, services and all the ways you can support them. Rather than endless sales patter, we focus on your glowing testimonials, videos, infographics and images. Your website doesn't just need to look pretty, it needs to be responsive, working beautifully on any device and browser.

Your custom Brand Resource Hub brings together your blog posts, videos, podcast episodes, interviews, white papers, downloads, events, webinars and more in one easy to search and use area, allowing prospective clients to truly understand the depth of your expertise while establishing their trust in you. An intuitive discovery form makes it easy for clients to onboard quickly, with your questionnaire displaying a personalised set of questions for your prospective client based on their responses, allowing them to self-select your services and giving you all the information you need to approach that vital first sales call with confidence.

An email opt-in pop up and thank you page builds your mailing list, and when we launch your site you will be presented with a beautiful set of social media templates and website launch graphics that you can personalise and share to direct new leads to your beautiful website. Training will empower you to update your website going forward if that's what you choose.

Your beautiful, responsive and intuitive website will include:

- BRAND STRATEGY SESSION**
- RESPONSIVE 5 PAGE WEBSITE**
- RESOURCE HUB**
- RESPONSIVE DISCOVERY FORM**
- EMAIL OPT-IN AND THANK YOU PAGE**
- WEBSITE LAUNCH GRAPHICS PACKAGE**
- 3 SOCIAL MEDIA TEMPLATES**
- FULL TRAINING AND SUPPORT**

## INVESTMENT:

From £8,000

**PACKAGE TWO**

## **Springboard**

Let's create a beautiful website that truly represents your values and your brand. We start with a Brand Clarity Session to create a set of messaging guidelines that celebrate your brand's story and the unique expertise that sets you apart.

From there I will create three beautiful and intuitive pages that showcase your videos, images, infographics and glowing testimonials. Your website will be responsive and of course look beautiful on any device and browser, and usability and strategy will be at the heart of our design.

A searchable, categorised blog allows you to share your knowledge with clients, an email opt-in and thank you page will help you build your mailing and an easy to use contact form to allow clients to get in touch and ask questions before jumping on a sales call, saving you time and getting you the results you deserve to see in your business.

Your beautiful, responsive and intuitive website will include:

**BRAND STRATEGY SESSION**

**RESPONSIVE 3 PAGE WEBSITE**

**BLOG ARCHIVE AND SINGLE POST Template**

**CONTACT FORM**

**EMAIL OPT-IN AND THANK YOU PAGE**

**FULL TRAINING AND SUPPORT**

## **INVESTMENT:**

From £4,000

**PACKAGE THREE**

## **The Ladder**

If you're happy choosing from pre-built templates, The Ladder is perfect for you. Choose from beautiful, tried and tested blocks to create a custom website, adding your own copy, images and videos. Your website will be beautiful, responsive and sales-focussed.

If you want a beautiful website, need to save some money, are self-directed and don't need a complete custom build, The Ladder is your perfect solution.

Your beautiful, responsive and intuitive website will include:

**RESPONSIVE 1 PAGE WEBSITE**

**SELECT FROM TEMPLATES TO CREATE YOUR PAGE**

**CONTACT FORM**

**FULL TRAINING AND SUPPORT**

### **INVESTMENT:**

From £1,500

## **Ongoing Support**

The best websites aren't static. They grow, develop and evolve with your business and with an ongoing monthly care package I can support you with that.

As well as ensuring your site is fully secure, the plugins are updated and your certificates are all in place, we can allocate time quarterly for content updates and new additions. Any clients who invest in an ongoing care plan also receive a 10% discount on future projects as well as priority response times on email support.

To discuss any of my website design packages, send me a message at [hello@the-highboard.com](mailto:hello@the-highboard.com). I look forward to supporting you.

To your success!

*Clare*