

for authors WEBSITE DESIGN: **OPTION B**

\$3,500

timeline: 4 weeks

For the published book author looking to establish a robust online presence. This is a “hit the ground running” approach that will elevate your marketing recognition, and set you apart within the literary community.

Utilizing a pre-designed template within the **WordPress** platform, your website will present a combination of text + images that represent you as an author—your published work, biography, upcoming event information, blog - if you choose to include online writing, and a page with contact details.

PROCESS:

We'll begin your project by collecting the content available to populate the pages within your website. This includes all applicable text, photography, and book cover(s) artwork.

Your author website design will include 6 primary pages:

HOME

BOOKS (up to 10 books with accompanying page summaries)

ABOUT

EVENTS (up to 10 events with details)

NEWS / BLOG (up to 10 posts with cover / archive page)

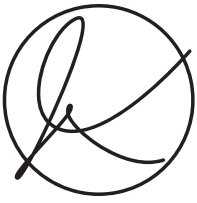
CONTACT

Once formatted, I'll present a complete preview of your website within a space online that shows live display and functionality so that you have a full understanding of what to expect with the finalized website design.

We'll collaborate through two revision stages ensuring that all display + content adheres to your direction. Following, I'll add link integration to social media accounts (Facebook, Instagram, etc.) and action scripts customized for online contact forms.

A final review will make sure you're completely satisfied with the new website before we schedule the official launch date.





ALL PROJECTS INCLUDE:

Assistance to ensure you're working with the best possible Website Host, current registration with your domain (url address), and WordPress installation.

I can help establish custom email accounts that match your website address and offer suggestions to promote security and Google recognition.

Upon completion, I'll provide an option to subscribe to an ongoing Web Care maintenance plan to ensure your website stays current, secure and updated online.

DELIVERABLES INCLUDE:

WordPress Pre-designed Website Template

Population of site content for included pages

(More website pages can be added for an additional fee.)

Mobile-friendly, responsive design

SEO preparation

Contact form + thank you page

Custom Blog integration

Reviews

Social media sharing + integration

Google Analytics integration

WordPress Development Platform

Elementor Pro license

Demo site for testing prior to launch

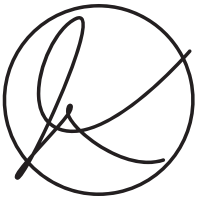
*Event calendar

*Newsletter opt-in form

*Depending on required functionality, this feature could incur additional cost.

click here to view my
WEBSITE DESIGN PORTFOLIO





example
PRODUCTION SCHEDULE

- DAY 1 OFFICIAL PROJECT START: Initiate website development: Confirm website development space: domain registration + website host / WordPress installation + applicable plugins / Create basic 'Coming Soon' page
****Client: DEPOSIT PAYMENT DUE / Content + Images Due****
- DAY 7 Present preview of Website Space: design + functionality
- DAY 14 **Client feedback required to proceed** - *meeting opportunity*
- DAY 21 Update / Review website
- DAY 25 **Client feedback required to proceed** - *meeting opportunity*
- DAY 28 Complete development / Present website for final review
- DAY 31 **Client feedback required to proceed** - *meeting opportunity*
- FINALIZE WEBSITE PROJECT: Schedule Website Launch
FINAL BALANCE DUE
Present Web Care maintenance plan