



Websites

THE HUB OF YOUR ONLINE PRESENCE



YOUR WEBSITE SHOULDN'T BE THE SAME BORING CRAP THAT EVERYONE ELSE HAS!

You've seen it, right?

You search for a product or service, land on a page and have to decide which service you are going to use - but *ALL OF THEIR WEBSITES LOOK THE SAME!*

There is no "WOW" factor...

Nothing special that shouts "PICK ME!"...

No real sparkly calling card to any of them.

You don't want a website like this - you want something that goes **BANG!**

MAYBE IT'S WORSE?

Maybe you are someone's dream company and find a lekker "affordable" website designer that creates you something that looks great...

BUT your useless plebb of a cheapskate web designer hasn't included *any* Google integration, so you don't even REGISTER on Google searches!

Three words: **Online. Death. Sentence.**

THERE'S NOTHING WORSE THAN BEING STUCK WITH A SHITTY WEBSITE, ONLY BECAUSE YOU DIDN'T KNOW ANY BETTER.

That's why I sit one-on-one with every website client to make sure the whole process is laid out for you, like a buffet of all-you-can-eat interweb greatness.

The constant communication means you get the website of your dreams AND you get to stay in the loop with **how**, **what** and **why** I am doing things to your website.

THERE ARE NO LONG-TERM CONTRACTS THAT KEEP YOU PRISONER.

Maybe I have an underlying fear of commitment, but it totally works in your favour...

You will never be at the mercy of that evil web developer, Steve, again! (The one who takes three days to reply to your "URGENT" email and then sends you a bill equivalent to a kidney sale).



THE PROCESS:

1. Evaluate and analyze questionnaire

A questionnaire that captures the complete picture of your business goals, values, and preferences when it comes to your brand.

2. Branding meeting

A short online consultation to get us all on the same page with your brand's direction.

3. UX Design

UX design is the architecture defining the who, the what and the why. Designing the structure and the flow of the product.

Your website takes it's first form as we map out how it will link and function, page by page.

Wireframes and place holders are used to hold the place of content and media to come, as we create the best user experience for your website visitors to come!

You will then be presented with the layout proposal for approval.

4. UI Design

UI design plays the interior designer role, defining the looks, the aesthetics, and bringing your brand personality to life.

This is where we make your UX design frames look good - placing images and content where it needs to go so you can give a thumbs up for the next step.

5. WordPress Development

Here's where the magic happens... The functionality and aesthetics that we have planned are finally being built into a real, live, functioning website!

6. Plugin Installations

Here's where I add all the cool things, like online stores and social media integration, that make your website function better or perform special tasks.

7. Testing

Making sure contac

8. Revision Round

You get to go through your new website and make a list of any changes you would like made.

9. Optimization

Introducing your new site to Google and making friends. Here's where we optimize your chosen keywords and integrate all the Google things.

10. Launch

We have lift off! Your brand new site is ready to hit "publish" and share with the world.

Extra - Private Training Session

In this online session, we go through your website together, so you can learn how to manage and maintain your own website.

You don't even need to learn code!

PRE-PACKED WORDPRESS FAVES:

| Select the package that best suits your business needs | The Startup | The Creative | The Traveller | The Shopper |
|--|-----------------------------|-----------------------------|------------------------------|-------------------------------|
| Evaluate and analyze questionnaire | ✓ | ✓ | ✓ | ✓ |
| Number of pages | 3 pages | 3 pages | 5 pages | 3 pages |
| Built in Sales Funnel | ✓ | ✓ | ✓ | ✓ |
| WordPress Training Session | ✓ | ✓ | ✓ | ✓ |
| Online Store Setup | X | X | X | ✓ |
| Product Loading | X | X | X | 20 products |
| Product Search Function | X | X | X | ✓ |
| Online Booking Integration | X | X | ✓ | X |
| Portfolio | X | 10 projects | X | X |
| *each package includes one complimentary revision | R7 250 R6 000 | R9 250 R8 500 | R10 500 R9 500 | R12 500 R10 500 |

 **Estimated completion time:**
15-20 working days

ALL STORM STEEN WEBSITES INCLUDE:

- UX Design
- UI Design
- Custom WordPress Development
- Blog Page
- Search Engine Optimization
- Google Analytics
- Google Search Console
- Google Tag Manager

YOU NEED TO SUPPLY:

- Hosting details
- Your logo
- Website copy (text for each page)
- All multimedia (pics and links to videos)

BUILD YOUR OWN PACKAGE:

| | |
|----------------------------|----------------|
| Basic 1-3 pages | R6 000 |
| Basic 4-6 pages | R8 000 |
| Basic 7-9 pages | R10 000 |
| Additional pages | R1000 per page |
| Social login | R2 500 |
| Member platform | from R3 000 |
| API integration | SQ |
| Online store | R3 500 |
| WordPress Training | R1 250 p/hr |
| Online payment integration | from R1 500 |
| Mobile app development | from R9 000 |

#THATSWHATSHEAID

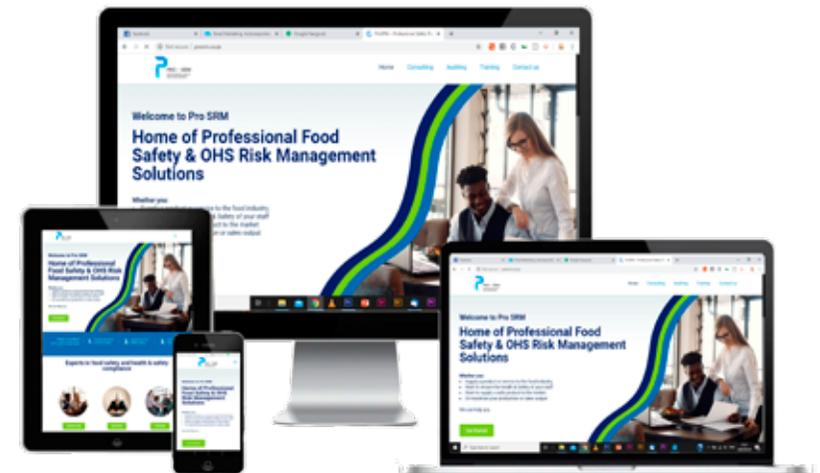
"I am in awe of Storms work. She has gone above and beyond my expectations. I sent her a small brief on my ideas and she ran with it and made my little dream a reality. She is so easy to work with and advises you on everything you need to know or any queries you have. Her creative brain is unlike any other. I have tried many marketing companies but Storm has by far impressed me most. I highly recommend this company. She also provides some good laughs along the way"

- Kelly Jennings
(owner of www.pick-ur-party.co.za)

WANT SOMETHING A LITTLE OUT OF THE ORDINARY?

My team and I love a challenge! Schedule a FREE 15 minute consultation and let's talk about how we can turn your online dream into a reality?

Email info@stormsteen.com





Frequently Asked Questions

WHAT NOW?

I'M READY TO GET STARTED. NOW WHAT?

Shoot an email to info@stormsteen.com and we'll get the ball rolling, right away.

HOW DOES PAYMENT WORK?

I like to keep it simple. You'll get a Client Services Agreement to sign (so we're on the same page about WHAT exactly is happening) and make a 50% down payment on your project total to secure your booking and get the creative started. The remaining 50% is due upon project completion. My invoicing system is easy and secure and I accept all major credit cards, debit cards and EFT payments

WHICH PACKAGE SHOULD I CHOOSE?

Every business is different and has different needs. Not quite sure which features you absolutely need and where you can get the best bang for your buck? Give me a shout at info@stormsteen.com. I'm a straight shooter. I'll work with you to figure out the package that will meet your needs and gives you the best return on investment.

CAN I UPGRADE OR DOWNGRADE MY PACKAGE?

If you decide you want to upgrade your package before we begin, I can always update your invoice. Once we get started, we'll have to complete the package that you've chosen.

Pro tip: I always add in extra value in the next-level package, so if you think you're going to want more concepts or pitches in the long run, it's better to choose the larger package rather than pro-rating additional rounds.

WHAT IS A REVISION ROUND?

My team and I consider a revision round to be any single list of constructive feedback, revisions, or changes following a presentation. Each package includes the standard number of revisions that we've found to be effective in delivering a great product to our clients. In the rare case that you might want additional revision rounds, I'll ask if you'd like to add it to your project invoice at a prorated rate.

WHAT WILL BE EXPECTED OF ME AS A CLIENT?

I'll bring the guac. You bring the booze. Most importantly, my team and I expect our clients to stay in communication with us. Constructive and timely criticism keeps the ball moving towards the endzone.



WHAT ARE YOU WAITING FOR?
EMAIL INFO@STORMSTEEN.COM