

# Your Website Planning Guide

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***by Thea Fotiu Howell, The Artist's Concierge***



# Choosing the right website features for your business

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Websites are important tools of marketing.  
Your website content and features should align with your procedures, marketing, and products and services.

- TYPES OF WEBSITE FEATURES:**
- client logins
  - PDF documents
  - click-to-call phone numbers
  - appointment booking
  - location maps
  - social media links and feeds
  - blogs
  - online stores
  - Youtube videos
  - customer inquiry forms
  - Link to other websites
  - (the list goes on.....)*

*How will a website **support** my business?*

*What **tools and technology** should my website use?*

*What do I want customers or viewers to **accomplish** on my website?*



*How should my website to integrate with my **business policies and practices**?*

**THEN THERE'S THE AGE-OLD QUESTION.....**  
*online store or portfolio?*

# Choose from these website plans

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- All website plans:
- ◆ are set-up using GoDaddy products and services (separate product and service fees paid directly to GoDaddy by the client). GoDaddy offers affordable products and plans.
  - ◆ have payment plan options
  - ◆ can be upgraded to the next service plan at any time before or after publishing live or within 1 year of service contract (excluding top level plans like The Ultimate Website + Online Store)

plan name	business planning consultation	expert site design	general content writing support	artist statement	biography	CV	up to 25 products or services in store	post-publish editing for 15 days	website client tutorial	your choice of 1 content writing pieces: a branded PDF, product overview, mission or value statements, customer inquiry form, or email marketing campaign	15 additional days of post-publish editing- a total of 30 days	25 additional products or services in the store- a total of 50 items	your choice of 2 additional content writing pieces	additional choice of setup of email marketing OR appointment booking
The Brand Builder	★	★	★	-	-	-	-	-	-	-	-	-	-	-
The Portfolio Builder	★	★	★	★	★	★	★	-	-	-	-	-	-	-
The Robust Business Website + Online Store	★	★	★	★	★	★	★	★	★	★	-	-	-	-
The Ultimate Business Website + Online Store	★	★	★	★	★	★	★	★	★	★	★	★	★	★

NEXT PAGE FOR THE PLAN PRICING + DETAILS



# Pricing + plan details

## The Brand Builder \$675

This simple, yet powerful website builds your online presence, highlights key offerings, and provides contact information and links. Deepen your viewers' understandings and connections to your work as you further express your brand.

Features:

- a 3-4 page website
- a 1 hour business planning consultation
- featured page or section listing 3-5 key products or services
- support with generalized content writing across pages

**The Portfolio Builder \$1250** This online portfolio exemplifies your products and services. Throughout the content, viewers will learn more about you and your offerings and make important connections with you.

Features:

- a multi-page website
- a 2 hour business planning consultation
- content writing: artist statement, biography, and CV
- your choice of **1**: portfolio page(s) OR PDF menu of up to **25 items**
- support with generalized content writing across pages

## The Robust Business Website + Online Store \$2500

This website supports your brand's content and offers you an e-commerce store to transact product purchases/services OR an integrated online booking calendar that accepts payment.

Features:

- a multi-page website
- a 2 hour business planning consultation
- content writing: artist statement, biography, and CV
- your choice of **1** content writing piece: a branded PDF, product overview, mission or value statements, or customer inquiry form
- support with generalized content writing across pages
- post-publish editing services for 15 calendar days
- a 1 hour client website tutorial

## The Ultimate Business Website + Online Store \$3900

A dynamic website that supports your various content and media, and offers an online store to transact the sales of products and/or services and/or an integrated online booking calendar that accepts payment. Features:

- a multi-page website
- a 2 hour business planning consultation
- content writing: descriptions, artist statement, biography, and CV
- your choice: portfolio page(s) OR (1) PDF menu of up to **50 items**
- your choice of **3** content writing pieces: a branded PDF, product overview, mission/value statements, customer inquiry form, or email marketing campaign
- setup of **1**: email marketing OR online appointment booking
- support with generalized content writing across pages
- post-publish editing services for 30 calendar days
- a 1 hour client website tutorial

# More about the services....

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**Q: Do I have to be local to work with you?**

A: Not at all. Thanks to technology we can very effectively work remotely.

**Q: How long will my project take?**

A: On average, it can take about 3-6 weeks from start to finish.

**Q: What if I already have some of my content like my artist statement or biography?**

A: We can certainly work together to refine or edit your existing content, a lot or a little, so if you already have something you're really confident about, I'm glad to take a look and offer my professional advice and work on it. But, if you're feeling extra confident about it already, we can either a) exchange that specific writing service for something comparable that you may need in your project or b) adjust your contract fee or c) offer you a content editing package past your contract.

**Q. Can I add-on services to my plan?**

A: Yes. In addition to being able to upgrade from one plan to the next at anytime before publishing, or within 1 year of contract, you can add-on things like additional content writing and client tutorials (which are charged hourly).

**Q. What is the client tutorial?**

A: Some plans include a 1 hour client tutorial which will teach you how to make edits, manage the dashboard of your store, and manage emails and campaigns independently. It's a great addition to having your website, and not many designers offer this.

**Q: Do you only work with GoDaddy products and services?**

A: Yes, and for many great reasons. Contact me to learn more about what they offer and why I think it's the best product and service combination out there. (FYI, I'm a GoDaddy Pro Designer, but not an employee or contractor of GoDaddy).

I'm happy to answer any other questions you may have!

# Next steps

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Contact Thea for more information

about website plans.

Consultations are **always** free of charge.