



# PRICING GUIDE

## 2024

# WEBSITE DESIGN - OUR HOSTING

## Basic Website

Simple website 2-4 pages

- ✓ Custom Website Design: Creation of a simple and professional website
- ✓ Mobile Responsiveness: Ensuring the website is optimized for viewing on mobile devices
- ✓ Contact Form Integration: Adding a basic contact form to facilitate communication with visitors
- ✓ Designed using Wix or Square Space
- ✓ Basic SEO Setup: Optimization of meta titles, descriptions, and image alt tags for better search engine visibility



## Small Business Website

5-6 Page business website for growth and a professional look to customers

- ✓ Basic Package + more pages for a more informational website (5-6 pages)
- ✓ Expanded Website Design: Development of a more extensive website
- ✓ Content Management System (CMS): Integration of a user-friendly CMS like WordPress for easy content updates.
- ✓ Advanced SEO Setup: Implementation of additional SEO techniques such as URL optimization and internal linking.
- ✓ Designed using Wix or Square Space
- ✓ Optional Blog Setup: Creation of a blog section to publish regular updates or articles.



## Large-Scale Business Site

Elevate your companies look, by upgrading your brand with a detailed and informational site

- ✓ Small Business Package + more pages for a more informational website (7-8 pages)
- ✓ Custom Features: Development of custom features or functionalities tailored to your specific business needs.
- ✓ Advanced SEO Strategy: Comprehensive keyword research, competitor analysis, and ongoing SEO optimization.
- ✓ Designed using Wix or Square Space
- ✓ One Month Free of Maintenance: updates and edits to add data to website



# WEBSITE DESIGN - BUILD TO TRANSFER

## Basic Website Design & Transfer Package:

Simple website 2-4 pages

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- ✓ Mobile Responsiveness: Ensuring the website is optimized for viewing on mobile devices
- ✓ Contact Form Integration: Adding a basic contact form to facilitate communication with visitors
- ✓ Designed using Wix or Square Space
- ✓ Basic SEO Setup: Optimization of meta titles, descriptions, and image alt tags for better search engine visibility
- ✓ Website Transfer: Transferring the completed website to the client's hosting platform. Which they must provide
- ✓ Client Responsibility: Any future changes or updates to the website will be managed by the client if any design updates or technical assistance are needed it will be at cost for maintenance. The client is also in charge of hosting (paying for a subscription to Wix or Squarespace)

\$400

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\$600

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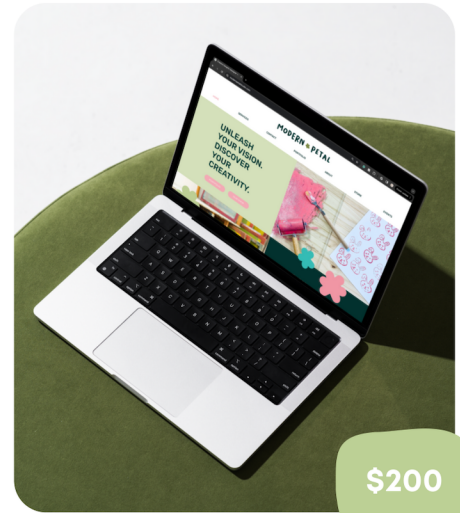
\$1,050

# E-COMMERCE

## Basic E-Commerce

Basic e-commerce add-on to your site.

- ✓ Custom E-commerce Website Design: Creation of a simple and functional e-commerce website with essential features
- ✓ Mobile Responsiveness: Ensuring the website is optimized for viewing on mobile devices.
- ✓ Designed using Wordpress, Wix or Square Space
- ✓ Product Catalog Setup: Integration of up to a specified number of products with basic categorization
- ✓ Basic SEO Setup: Optimization of meta titles, descriptions, and product tags for better search engine visibility
- ✓ Hosting Optional: Transfer to the client's account for hosting - or Modern Petal hosting



\$200

## Midsize E-Commerce

Ideal for a small retail store.

- ✓ Everything included in the Basic Package
- ✓ Expanded E-commerce Website Design: Development of a more extensive e-commerce website with additional pages and features.
- ✓ Payment Gateway Integration: Integration of popular payment gateways for secure online transactions.
- ✓ Advanced Product Management: Implementation of advanced product features such as variants, attributes, and discounts.
- ✓ Advanced SEO Setup: Comprehensive optimization of product pages and category structures for improved search engine rankings.
- ✓ Hosting Optional: Transfer to the client's account for hosting - or Modern Petal hosting

\$400



## Large-Scale Business Site

Elevate your company with a complete online retail store with a seamless design.

- ✓ Everything included in the Basic Package
- ✓ Custom E-commerce Features: Development of custom functionalities tailored to the client's specific business needs
- ✓ Enhanced Security Measures: Implementation of additional security measures to protect customer data and transactions.
- ✓ Marketing Integration: Integration of marketing tools such as email marketing or social media integration.
- ✓ Advanced SEO Setup: Comprehensive optimization of product pages and category structures for improved search engine rankings.
- ✓ Hosting Optional: Transfer to the client's account for hosting - or Modern Petal hosting

BEST PRICE



\$600

# ADD-ON WEBSITE DESIGN PACKAGES



## Logo Add-On

STARTING  
FROM/

**\$100**

- Variety of options from logo refresh, logo fixes, new logos, and more
- Multiple file types (PNG, JPEG, and SVG)
- Up to 2 additional logo variations (each additional logo is \$50.00)
- Basic Brand Guidelines: Development of simple guidelines

## Business Photo Package

STARTING  
FROM/

**\$200**

- Receive up to 20 professional photos of your business for your website and marketing needs
- For Northern Illinois businesses only, please
- Edited and resizable optimized for web and print (PNG, JPEG)
- Branding, and social media marketing photos included

## Design Add-On Package

STARTING  
FROM/

**\$150**

- Standard and custom sizes for shapes and logos
- up to 6 editable graphics to use throughout branding
- Two revision rounds
- Print & Digital formats PDF, PNG, JPEG, and SVG
- Color pallets for branding and design

## Social Media Kit Package

STARTING  
FROM/

**\$250**

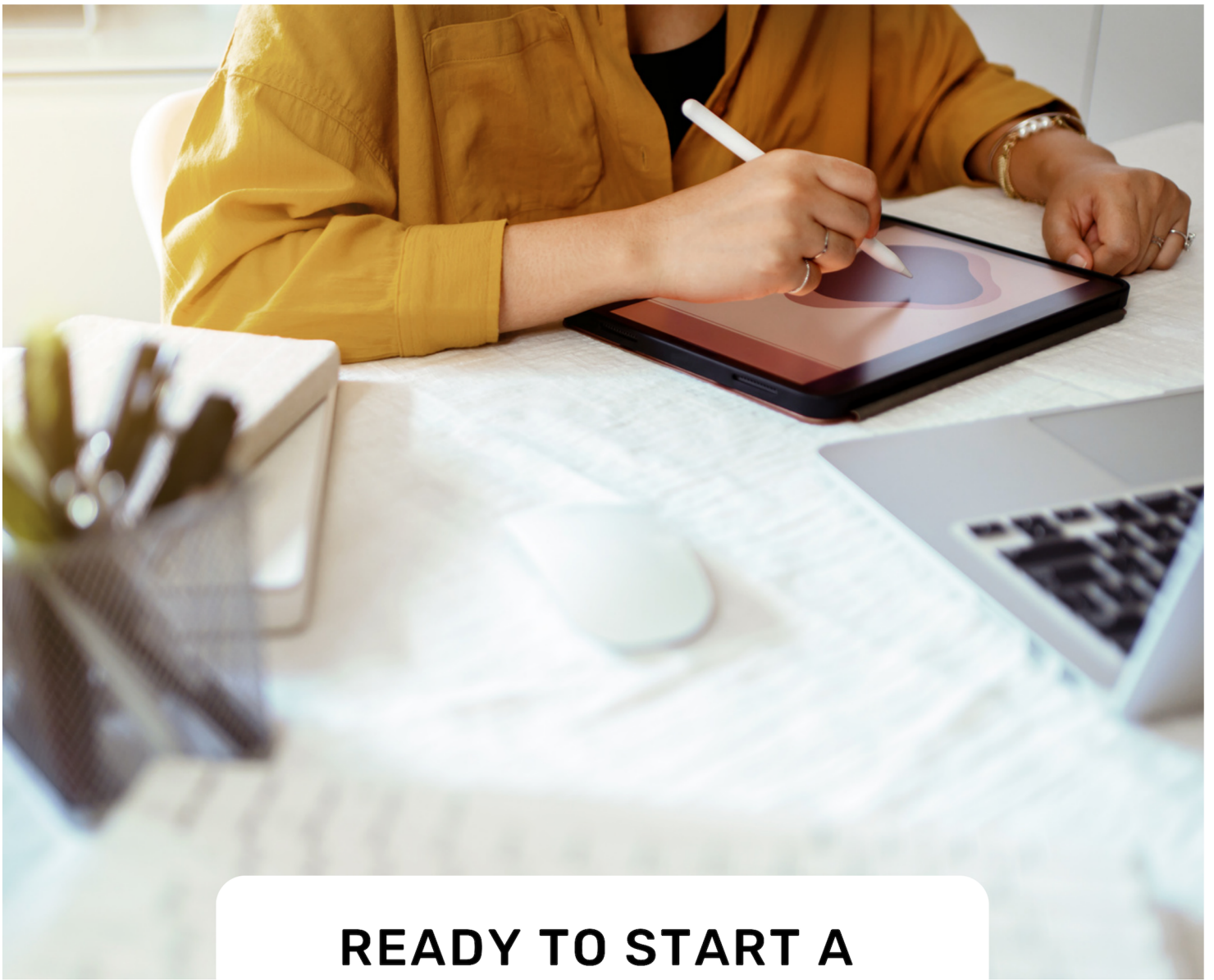
- Basic graphic design or image sourcing for posts
- Sized to Facebook and Instagram social platforms
- Community Management: Basic responses to comments
- Content Strategy: Development of a tailored content plan based on brand goals and audience analysis

## E-Commerce Page Add-On

STARTING  
FROM/

**\$250**

- Custom E-commerce Website Design: Creation of a simple and functional e-commerce website with essential features
- Product Catalog Setup: Integration of up to a specified number of products with basic categorization
- Mobile Responsiveness: Ensuring the website is optimized for viewing on mobile devices.
- Usage guidelines & more



READY TO START A

# NEW PROJECT?

If you've got a clear vision and are eager to kickstart your new project, let's dive in!

Fill out the contact form at [modernpetalstudio.com](https://modernpetalstudio.com)

we will send a project inquiry to you shortly after!

If you're still in the exploration phase or have more questions, no worries at all.



Send any questions you have at:  
[modernpetalstudio@gmail.com](mailto:modernpetalstudio@gmail.com)