



WordPress Website Services

Information Packet

2023

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TABLE OF CONTENTS

WHAT SETS T. MARIE HILTON’S WORDPRESS WEBSITE SERVICES APART FROM OTHER WORDPRESS WEB DESIGNERS OUT THERE?3

On-Demand WordPress Maintenance and Assistance Services.....5

Custom Websites5

Template based Website6

Mini Makeover for WordPress Websites7

Bare Bones Budget Websites8

ReBuild of Websites running the Headway Theme for Clients:8

Conversion, Redesign and Rebuild of Websites Running the Headway Theme for Non-Clients9

E-Commerce or Membership Website9

🛒 *Shopping Cart Add On*..... 10

Sales Page Only (Event Page or Landing Page) 11

B.Y.O.D. (Bring Your Own Design)..... 11

Theme & Premium Plugin Licensing 12

WordPress Website Maintenance Packages 13

Website Repairs are Expensive 14

WordPress Website Services for Former & Current Clients 15

WHAT SETS T. MARIE HILTON'S WORDPRESS WEBSITE SERVICES APART FROM OTHER WORDPRESS WEB DESIGNERS OUT THERE?

- ♥ **Communication.** The number one complaint people have about their web designers are problems with communication. Either they don't respond quickly to requests, ignore their input or are practically impossible to get in touch with once the website is done. I understand how important being able to reach your web designer and get a quick response is.
- ♥ **A keen understanding of how to turn an idea into a design element.** Because I've been using WordPress for so many years to create websites, I know which plugins, CSS coding or combinations are needed to get the desired results. I understand Page Builder frameworks and how to utilize them to create just about any website layout trend or unique design out there.
- ♥ **Design input and suggestions.** Some web designers will add any graphic or element you want, even if it's totally out of place on your new site. Others will just refuse to add something you want without explanation. I promise to be honest with you about your ideas for graphics, elements and to a certain extent, web copy. If you send over a graphic that doesn't mesh with the design, I'll let you know and help you find something that does. If you send over your web copy and it's way too lengthy or filled with jargon and industry speak, I'll ask some questions to be sure your target audience is going to understand or have the patience to read it all.
- ♥ **I won't stop until I get it right.** Most web development companies, and web designers limit the number of client revisions. You and I will work together from the beginning so that you love your design at its creation. But what if you decide it needs a color change here or a font change

there? There's no need to keep track of how many changes you need. I call them 'design tweaks' and its part of working hand in hand with you to create a website you love. Chances are there won't be many anyway since we'll be working together all along the way to get it right in the first place. Design tweaks are of course limited to your currently chosen design, but in the event you need a more drastic change, we'll talk about the most cost effective way to implement a total overhaul.

- ♥ **Reasonable rates:** You'll find WordPress web designers with cheaper rates, you will likely find page builder-based designers at a lower cost, **but you won't find someone with the in-depth knowledge and experience for less.** In fact, many comparable designers charge in the five-figure range. With pre-designed layout-based designs a great website is within anyone's reach.

All websites created by T. Marie Hilton are built with WordPress and the Beaver Builder page builder framework. Using this combination gives my clients the power, polish and professionalism they desire, while still providing a user-friendly interface for making additions and content changes themselves. It is also one of the most secure combinations of WordPress and theme framework out there. In addition, I'll design your website with security in mind, adding additional layers to protect you from unscrupulous hackers. All while keeping design and functionality in mind. Let's work together to create a website you can love and trust.

I have several options in my Website Creation services, including **Custom** websites, the economical option of having a **Template Based** website customized for you or the **Bare Bones Budget** website. **Please note that website prices do not include purchase of your domain name and website hosting.** These are both items that my clients are responsible for obtaining, however I will gladly help you through the process if you need it. **Also see section on [Theme and Plugin licensing](#).**

Already have a design but need it built on WordPress? [Click here for details.](#)

Not looking for a complete rebuild, but need a bit of help with your current WordPress website? Looking for someone to keep your WordPress website running smoothly and securely? [Click here.](#)

[Yes! All of my websites are Responsive¹](#)

ON-DEMAND WORDPRESS MAINTENANCE AND ASSISTANCE SERVICES

When you only need assistance with your WordPress Website occasionally for updates, additions, etc.

Cost: \$125² to \$180 per hour depending upon the complexity of the project.

CUSTOM WEBSITES

With a Custom-built website we start from scratch, working together to find a look you love and building it just for you. A Custom website includes:

An initial, in-depth consultation regarding your desires, goals and vision for your new website.

- A from scratch custom design that is exclusively yours
- Home Page including hero image, slider or gallery, latest blog posts, feature video, etc.
- Up to 5 licensed high-quality stock images (additional images billed at current stock image price)
- Mailing List integration³
- Linked Social Media Icons that co-ordinate with your site design

¹ Responsive design means your website resizes depending upon what type of device it is accessed from, meaning its mobile ready. Google loves responsive websites!

² Items related to widgets, updates and small content changes run on the lower end of this price range while more critical issues like pages not loading or loading incorrectly will run at the higher end.

³ Client must provide code for sign up form. Assistance/Instructions available for obtaining needed code or information in Mailchimp or aWeber.

- Simple review of your copy ⁴
- Blog integration
- Basic SEO set up for pages (client researched and supplied keywords)
- Up to 4 custom created graphics- including website and blog headers. Up to 25 pages including Blog, Category Landing Pages and Contact Page.
- Keep the Love Alive by learning to use and care for your new website with access to client's only tutorials with video tutorials & instructions to teach you the things you should know about your new website.
- Implementation of added security measures
- One month of free website maintenance with an option to continue the service at a discount.

Cost: \$5,000.00

TEMPLATE BASED WEBSITE

I've worked hard to keep my website design services reasonable for my clients. But what if you're starting on a budget? Choose to base your website design on a pre-existing template and I will customize it with your logo, colors and options. The Template Based Website includes:

- Your choice of template layouts (from choices [here](#) or choose from one of [my previously created](#) websites⁵)
- Addition of your branded logo/images to the layout
- Your choice of colors to match your brand
- Linked Social Media Icons that co-ordinate with your site design
- Blog integration
- Up to 12 pages of content including Blog and Contact pages

⁴ Page copy not to exceed 1000 words per page. Simple review covers spelling and punctuation errors as well as attention to the use of lingo or length of copy.

⁵ Not all of my previously created websites can be used as a template. Look for those marked as Template Possible

- Up to 3 licensed high-quality stock images (additional images billed at current stock image price)
- Up to 4 custom created graphics including website and blog headers
- Simple review of your copy ²
- Keep the Love Alive by learning to use and care for your new website with access to client's only tutorials with video tutorials & instructions to teach you the things you should know about your new website.
- One month of free website maintenance with the option to continue at a discount.

Depending on your chosen layout it may also include:

- A home page hero image, slider or gallery
- Mailing List integration¹
- Video gallery
- Recent blog posts section on home page
- Testimonials

Cost: \$3,500.00 - \$4,500.00

MINI MAKEOVER FOR WORDPRESS WEBSITES⁶

Do you currently have a WordPress Website that just needs a few changes to the home page to give it a fresh, new look? This package is for you. It includes:

- Home Page re-design including hero image, slider or gallery and sections for mailing list sign-up
- Addition of new graphics/logo (provided by client)
- New inner page design
- New blog/post design

⁶ Mini-Makeovers need to be already created on the WordPress framework, utilizing a theme capable of the needed changes to the design.

- Addition of an email signup form⁷
- Up to 5 licensed, high quality stock images
- New color scheme
- Keep the Love Alive by learning to use and care for your new website with access to client's only tutorials with video tutorials & instructions to teach you the things you should know about your new website.
- One month of free website maintenance with the option to continue at a discount.

Cost: \$2,500.00

BARE BONES BUDGET WEBSITES

This is my most inexpensive website package for those looking for a very simplistic custom template-based website with few pages and little to no extras. It includes:

- A home page (with hero image if desired)
- An about page
- A services or product page
- A contact page
- Linked Social Media icons

Cost: \$1,500.00

REBUILD OF WEBSITES RUNNING THE HEADWAY THEME FOR CLIENTS:

If I created your website using the no longer supported Headway Theme framework you receive special pricing on an exact rebuild of your current site on

⁷ Client must provide code for sign up form. Assistance/Instructions available for obtaining needed code or information in Mailchimp or aWeber.

a new, supported framework. This does not include re-designs or additions, but simply a conversion of your current design.

Cost: \$1,500.00 for non-maintenance clients*

***Current maintenance clients can take an additional \$200 off that cost.**

CONVERSION, REDESIGN AND REBUILD OF WEBSITES RUNNING THE HEADWAY THEME FOR NON-CLIENTS

Is your website running the Headway Theme for WordPress? It is no longer being supported and I have stopped building websites with it. The longer it goes unsupported, the higher the risk to the security and stability of your website.

If your website is currently running on the Headway Theme I offer a discount of 10% on both my Custom and Template Based web design packages.

E-COMMERCE OR MEMBERSHIP WEBSITE

Looking to sell items or digital products online? Or perhaps you need an online membership site? We can build a simple e-commerce/membership site for you. The E-Commerce or Membership website includes all of the features of the Exclusively Custom package above plus:

- Installation of Shopping Cart or Membership Plugin
- PayPal integration

For e-commerce sites:

- 10 products- individual product pages (\$75 per additional product)
- Catalog page for product showcase

For membership sites:

- Login Page integration

- Placement of membership only material as hidden to the general public
- Integration of a registration page and process (paid or unpaid)

Cost: \$10,000

SHOPPING CART ADD ON

Don't need a full-fledged e-commerce website but still need a shopping cart capability for things like e-books, recordings and event registrations? **Combine the Shopping Cart Add On with either the Exclusively Custom or Branded Custom package** to give you the capability to sell items on your website. The Shopping Cart Add On includes:

- Installation of Shopping Cart plugin
- PayPal or Stripe Integration

Cost: \$2,500.00 *plus* the cost of your chosen website package.

Custom User Interactive Forms

Giving users the ability to fill out forms directly on your website is not only more convenient for the user, it can also save you time and the cost of postage since you won't have to mail forms out. Whether it's a membership form, a post class survey form, order form or even an event registration form, it's a smart move to make it available on your website.

Custom Form Add On includes:

- Creating your paper form as an online, interactive form
- Setting up email notifications when forms are completed

Cost: Varies –custom quote based on contents of form(s)

SALES PAGE ONLY (EVENT PAGE OR LANDING PAGE)⁸

Need a stand- alone sales page on its own domain or subdomain for selling a book, getting sign-ups for an Event or Landing Page? The Sales Page includes:

- 1 page with the equivalent of 5 pages of client supplied content
- 1 signup form area for mailing list signup if separate from event/product/etc.
- Product or event images
- Testimonial sections
- Feature section (may include video or slideshow)
- Up to 4 “Call To Action” Areas with Buy/Signup Button⁹
- Customized 404 Error page linking to correct URL to capture leads with typos, etc.
- Re-direction of expired offer or event pages to a URL of your choice

Cost: \$2,500.00

B.Y.O.D. (BRING YOUR OWN DESIGN)

If you already have a design, one you yourself have dreamed up or the work of another designer, we may still be able to work together to bring it to life on WordPress. We can review your design to determine if it’s a good candidate for building with Beaver Builder¹⁰. The cost and time required will depend upon the complexity of the design, size of the website, functionality and integrations needed. Simpler, smaller sites may run less, while more complex, larger sites may run a bit more. B.Y.O.D. clients still receive access to the client tutorials

⁸ This is for a stand alone sales page on it’s own hosting and domain.

⁹ Purchase/submit button code or link to be supplied by client.

¹⁰ As of this writing, we have yet to come across a design that was not compatible with a Beaver Builder on WordPress build. That said, designs built to run exclusively on Javascript or similar may need to be redesigned to fit the WordPress framework.

and one free month of maintenance services with the option to continue at a discount.

THEME & PREMIUM PLUGIN LICENSING

In order to keep costs down, I utilize my own developer licensing for client website builds. ***If a client chooses to continue with monthly maintenance services, they continue to be covered under my licensing umbrella.***

If a client chooses not to opt in to my maintenance program, they will be presented with a detailed listing of the theme and premium plugin licenses that will need to be purchased in order to continue to receive critical software updates to keep them up to date, secure and compatible with the most recent versions of WordPress.

The following is a general listing of the licensing costs associated with Beaver Builder (my theme of choice) and the premium plugins that I tend to use the most in my website builds. *Each site is different, and other than the use of the Beaver Builder plugin may include other premium plugin licensing costs dependent upon the functionality required.*

- A one year, one website license for the Beaver Builder page builder plugin and theme: \$199 first year, 40% off subsequent years
- Backup Buddy for consistent whole site and database backups; 1 year: \$80 per year
- Gravity Forms personal license, 1 website for one year: \$39 per year

Purchase of licensing will be the responsibility of the client in the event that they choose to opt out of my maintenance program. **Licensing is not purchased individually for clients. Listing of licensed themes and premium plugins is presented to the client as a courtesy should they choose not to continue to utilize Girly Girl Geek/Clerical Advantage WordPress Website Care package for maintenance.*

WORDPRESS WEBSITE MAINTENANCE PACKAGES

Caring for your WordPress website goes beyond design and content.

One of the things that makes WordPress such a great platform for building a website is the fact that they continually update the software to keep it secure and add new functionality. This extends to plugins and themes that are used in the creation and design of your website. Doing updates isn't necessarily at the top of your business to do list and as with so many things tech related, updates can sometimes cause compatibility issues that seem to 'break' a website. Doing updates always involves a level of risk, and if by chance there is a problem, finding and fixing it in order to restore a website can be time-consuming, frustrating and sometimes downright heartbreaking.

This is why I offer ongoing maintenance packages.

Having one of these packages provides peace of mind and ensures that your website remains secure and up to date when it comes to WordPress, plugins and theme. These packages are billed monthly, providing you with monitoring of which updates your website needs. And depending upon the package, you also receive:

- ♥ Full Backups- a complete backup of your entire site including design elements
- ♥ Database Backups- a backup of your precious content in posts and pages.
- ♥ WordPress updates- Updates to the WordPress core, plugins and themes
- ♥ Security Steps & Monitoring- Keeping your website as secure as possible
- ♥ Monitoring Uptime- if your site goes down, not only will you be notified, I'll investigate & fix it¹¹
- ♥ Support & Tweak Tickets- can be used for support items, small additions & changes to your website
- ♥ Priority Support- puts your support ticket in a priority position for prompt attention.¹²

¹¹ If the cause for downtime is WordPress/Theme/Plugin related. Server/host issues excluded.

¹² Basic plan clients who need support will be billed at the current hourly rate (\$80 to \$150 hr. currently depending upon complexity of problem)

WEBSITE REPAIRS ARE EXPENSIVE

Considering that a website ‘broken’ by update or lack of update conflicts can take many hours to diagnose and repair, hours billed at anywhere from \$75 an hour and up, the monthly maintenance package not only gives you peace of mind, it could save you from an extremely costly repair.

Get WordPress Website Care and peace of mind today. Choose your level of care below:

Contact me today to start getting scheduled maintenance for your website, or simply choose your level of service below.

Basic WP Care

Best suited for websites that do not add new content often in any given month.

Package includes the following:

- ♥ Theme and Premium Plugin Licensing Costs if I built/rebuilt your website
- ♥ Quarterly Full Backup
- ♥ Monthly Database Backup
- ♥ WordPress Core Updates
- ♥ Plugin Updates
- ♥ Theme Updates
- ♥ Security Monitoring
- ♥ 1 Support/Addition Ticket

Premium WP Care

Total care package for your WordPress website that includes more frequent content changes and additions & Priority support.

Package includes the following:

- ♥ Theme and Premium Plugin Licensing Costs if I built/rebuilt your website
- ♥ Quarterly Full Backup
- ♥ Weekly Database Backup
- ♥ WordPress Core Updates
- ♥ Plugin Updates
- ♥ Theme Updates
- ♥ Security Monitoring
- ♥ 4 Support & Addition Tickets
- ♥ Priority Support

Basic WordPress Maintenance \$90 per month (before July 1, 2023) \$120 per month (after July 1, 2023)	Premium WordPress Maintenance \$150 Per Month (before July 1, 2023) \$180 Per Month (after July 1, 2023)
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*Note: If I created your website you are eligible for a discount on the above packages.

WORDPRESS WEBSITE SERVICES FOR FORMER & CURRENT CLIENTS

Did I create your current website? Do you need a makeover, refresh or rebuild? If I created the website you have currently, I offer you a discount to update the look and functionality of your website.

Websites built by T. Marie Hilton WordPress Website Services (formerly Girly Girl Geek Designs) in the past receive 10% off the cost of a WordPress Website Makeover or Mini-Makeover.