Galaxy Design Agency

Introduction

Welcome to Galaxy Design, a boutique web design agency based in Sydney, Australia. Our passion for creativity drives us to deliver exceptional web design, branding, and marketing solutions tailored for small businesses across Australia.

With a commitment to understanding the unique needs of each client, our dedicated team crafts custom strategies that enhance brand identity, elevate online presence, and empower growth. Whether you're looking to revitalize your existing brand or launch a new digital venture, Galaxy Design is here to help you shine in the competitive marketplace.

Our services are suitable for a range of small businesses, including:

- Cafés and Restaurants
- Medical Practices and Clinics
- Barbershops and Salons
- Boutique Retail Stores
- Fitness Studios and Gyms

Our Services

Landing Page for Small Businesses ($4,820)

Our Landing Page service offers a visually striking and conversion-focused one-page website. This page will encapsulate your brand's essence, showcasing essential information and a clear call to action that drives customer engagement. The design is mobile-friendly and optimized for SEO, ensuring visibility and accessibility across devices.

- Cafés seeking to promote special offers or events
- Personal trainers wanting to highlight their unique training programs
- Consultants introducing their services with a concise overview

Website with Booking System ($19,300)

This comprehensive website solution includes a built-in booking system to streamline appointments or reservations. It features an intuitive user interface, flexible scheduling options, and automated reminders to improve efficiency. Additionally, it incorporates your brand's aesthetics with engaging content and seamless navigation.

- Salons and barbershops requiring an organized booking system
- Medical practices that need to manage patient appointments online
- Fitness studios looking to simplify class scheduling for their members

E-Commerce Website ($23,800)

Our E-Commerce Website service is a fully customizable online store that supports secure payments, product management, and an exceptional user experience. The site includes advanced filtering and search capabilities, mobile-friendly design, and powerful marketing tools such as abandoned cart reminders.

- Boutique clothing stores expanding their customer base
- Art galleries selling exclusive artwork and prints online
- Home decor shops offering a curated selection of products

Client Onboarding Process

Day 1: Initial Consultation and Project Assessment
The onboarding process begins with a complimentary initial consultation where our team discusses your business goals, target audience, and unique selling points. During this meeting, we listen to your requirements, answer questions, and gather information about your brand, design preferences, and desired functionalities. After the consultation, we perform a comprehensive project assessment to identify opportunities and challenges, allowing us to recommend the most suitable design and marketing solutions.

Week 1: Proposal, Quotation, and Agreement
Following the assessment, we develop a tailored proposal outlining the project scope, timelines, deliverables, and cost estimates. This proposal is presented to you for review and feedback. Once adjustments are made to reflect your preferences, we finalize the quotation and present an agreement for your approval. This agreement includes all terms, ensuring a transparent and clear understanding of the services and expectations.

Week 2 (Onwards): Project Kick-Off and Planning
After the agreement is signed, we schedule a kick-off meeting to introduce our team members, establish communication channels, and set the project timeline. We share a detailed project plan, breaking down tasks into manageable milestones and assigning deadlines. The planning phase includes a brand strategy workshop, wireframing, and design mockups, setting the foundation for a smooth and efficient design process. Throughout this phase, we ensure your feedback is integrated to align the project with your vision.

Project Lifecycle

Initial Development Process

The project lifecycle kicks off with our development team working closely with the designers to transform approved mockups into a fully functional website. The initial development process involves converting wireframes into responsive designs, integrating essential features, and implementing your chosen functionalities. We follow best practices to ensure cross-browser compatibility, accessibility compliance, and mobile responsiveness. Throughout development, we maintain regular communication, providing progress updates and gathering your feedback at key milestones.

After Project Completion

Upon successful delivery of the website or digital solution, you have two options for ongoing management and support:

1. Monthly Retainer ($260/month):
   For those who prefer a hands-off approach, our monthly retainer package ensures continued maintenance, updates, and technical support. Our team will monitor the website, handle bug fixes, and ensure smooth operation while you focus on growing your business.
2. Client Handoff:
   If you wish to manage the website yourself, we offer a comprehensive handoff process. This includes a detailed training session and user-friendly documentation, empowering you to take full control over your site's content and administration.

Optional SEO, Branding, and Ads Support

In addition to the retainer package, clients can also opt for monthly SEO, branding, and advertising support for an additional $140/month. This service includes:

- Search Engine Optimization (SEO): Regular content updates, keyword optimization, and performance analytics to boost your website's ranking.
- Branding Consistency: Guidance and updates to ensure your branding remains consistent across all digital channels.
- Advertising Campaigns: Tailored digital ad campaigns designed to reach your target audience and drive traffic.

These options ensure your website remains relevant, visible, and consistently aligned with your marketing goals.

Account Management and Support

At Galaxy Design, we prioritize client satisfaction through robust account management and comprehensive support services. Here's how we ensure your needs are addressed:

1. **3 Business Day SLA for Email Support (General Questions):**
   For general questions and non-urgent inquiries, our support team guarantees a response within three business days. You can reach us via our dedicated support email, and we'll provide clear, helpful answers to assist with any challenges.
2. **24/7 Operational Support for Website/Business Outages:**
   We understand that website outages or significant technical issues can severely impact your business. Our team provides 24/7 operational support to address urgent technical disruptions promptly, minimizing downtime and restoring full functionality.
3. **Weekly Office Hours Every Thursday at 10 am-11 am AEST:**
   To offer personalized assistance and foster client relationships, we host weekly office hours every Thursday from 10 am to 11 am AEST. This time is dedicated to answering your questions, sharing insights, and providing one-on-one consultations to help with strategic planning or design decisions.
4. **9-5 Phone Support for Urgent Content Updates:**
   If you need urgent updates to your website's content during regular business hours, you can rely on our dedicated phone support. From 9 am to 5 pm AEST, our team is ready to make the necessary adjustments swiftly to keep your website accurate and up-to-date.

Our support platforms are email, phone, and our Discord community. Our office is located at WeWork, Suite 5570 on George Street, Sydney, 2000.

Tech Stack

Galaxy Design employs a versatile and modern tech stack to build high-performing and visually engaging websites. We use React and NextJS to ensure fast, interactive user interfaces with seamless navigation, while TailwindCSS provides a flexible, utility-first styling framework for rapid and consistent design.

For back-end support, we integrate AWS to deliver scalable, secure hosting and server infrastructure, or utilize Shopify for comprehensive e-commerce and inventory management. This combination of technologies allows us to craft tailored digital solutions that meet your business needs and provide an exceptional user experience.

Customer Loyalty Discount

At Galaxy Design, we deeply value our clients and strive to reward their continued trust and collaboration. To show our appreciation, we offer a generous customer loyalty discount for clients embarking on multiple projects with us:

1. 15% Discount on Second Site Upfront Fee:
   When you commission a second website with us, you'll receive a 15% discount on the upfront fee, making it easier and more cost-effective to expand your digital presence with another engaging, beautifully designed site.
2. 30% Discount on Third Site Upfront Fee:
   For clients who proceed to develop a third website with Galaxy Design, we offer a substantial 30% discount on the upfront fee. This significant saving reflects our commitment to building long-term relationships and supporting your business as it grows.

These loyalty discounts provide an opportunity to maximize your brand's reach across multiple digital platforms while benefiting from our consistent quality and dedication to excellence.

FAQ

Q: What is the typical timeline for completing a website project?
A: The timeline depends on the project's scope and complexity. On average, landing pages can be completed in 4 weeks, while websites with booking systems or e-commerce functionality typically require 7-10 weeks. We provide a detailed timeline during the proposal phase.

Q: What do I need to provide before the project begins?
A: We request any existing brand assets, including logos and style guides, 3-4 pages of written content (menus, bookings, items, descriptions) of things you'd like to display on the site. Up to 100 photos and images.

Q: Can I update the content on my website myself after the project is complete?
A: Yes, we build all websites with user-friendly content management systems (CMS), allowing you to easily update text, images, and other content as needed. If you prefer to be hands-off, we also provide up to 5 minor content updates per month as part of our monthly plan.

Q: What is included in your monthly retainer package?
A: Our monthly retainer includes technical support, routine updates, security monitoring, bug fixes, and up to 5 minor content updates per month.

Q: Do you offer custom solutions beyond the standard services listed?
A: Generally, we do not have bandwidth to offer custom solutions beyond the stand services. But you're welcome to discuss your ideas in the consultation phase and we'll see if we can pair you up with one of our partners.

Q: Will my website be mobile-friendly and optimized for search engines?
A: Absolutely. All our designs prioritize mobile responsiveness and adhere to SEO best practices, ensuring your website looks great on any device and ranks well in search engines.

Q: How do you handle website outages or technical emergencies?
A: We offer 24/7 operational support for outages and critical technical issues. Simply contact our support team, and we'll work promptly to diagnose the problem and restore full functionality.

Q: Can you help with branding and marketing services in addition to web design?
A: Yes, we provide comprehensive branding and marketing services, from logo design to digital ad campaigns, to help your business build a consistent and effective presence.

Q: Is there a way to track the progress of my website development?
A: Yes, we maintain regular communication throughout the project and provide access to a client dashboard where you can track milestones and receive updates.

Q: Do you work with clients outside of Australia?
A: We currently do not support clients outside of Australia for services beyond the "landing page" use case.