Hedgewitch Horticulture Website Redesign

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Executive Summary

This proposal outlines three options for improving your web presence, ranging from a polished refresh of your current Squarespace site to a fully custom website with brand collateral. All options address the accessibility and usability issues identified in the website audit and include SEO improvements.

Option	Price	+ Annual Maintenance	Best For
GOOD	$2,000-2,500	-	Quick fix, stay on Squarespace
BETTER	$4,000	$4,500	Custom site, own your code
BEST	$6,500	$7,000*	Full brand presence, document

*BEST includes 3 mo. priority support. $50/mo maintenance also available. Upgrade BETTER to BEST anytime.

Your Budget: $2,000 - $6,500 (with flexibility for May/June)
Target Launch: March 1, 2026

Current Site Issues (From Audit)

Issue	Impact	Severity
3 broken footer links	Visitors hit error pages	Critical
20 contrast errors	Text hard to read, accessibili	Critical
Missing H1 headings	Poor SEO, screen reader issues	High
Logo too small on mobile	Beautiful detail not visible a	High
Poor mobile touch targets	Links/buttons too small to tap	High
No responsive images	Slow mobile loads, wastes data	High
Email not tappable	Can't tap to email on mobile	Medium
Shopping cart icon	Unused e-commerce element	Medium
Inconsistent navigation	Header/footer have different l	Medium
Gallery lacks mobile gestures	No swipe, no lazy loading	Medium

Current Accessibility Score: 5.7 / 10 - All options below fix these issues completely.

Pricing Options

Option 1: GOOD - $2,000 - $2,500

Polished Squarespace: Stay on your current platform with a professional refresh

What's Included

New Sections (Content Provided by You):
- Meadows section
- Edibles section
- Resources page (organizations you support)
- FAQ page (common client questions)
- Careers page (optional)
- Blog setup (ready when you have content)

Accessibility & Navigation Fixes:
- Fix all 20 contrast errors (WCAG AA compliant)
- Add proper H1 headings, fix heading hierarchy
- Add alt text to all images missing descriptions
- Fix/remove 3 broken footer links
- Unify header and footer navigation
- Remove orphaned shopping cart icon

Layout & Content Cleanup:
- Eliminate white space gaps
- Consistent formatting throughout
- Fix all typos and punctuation
- Standardize team page presentation

Mobile Optimization:
- Increase touch target sizes for buttons and links
- Make email/phone links tappable
- Improve spacing between interactive elements
- Note: Some mobile improvements limited by Squarespace constraints

SEO Foundation:
- Proper H1 on every page
- Meta descriptions for all pages
- Image optimization
- Fix insecure HTTP links

Animations:
- Smooth page transitions, fade-in effects on scroll
- Hover states and micro-interactions
- Limited to what Squarespace supports

Limitations:
- Still bound by Squarespace template constraints
- Monthly Squarespace fee continues (~$16-27/month)
- No custom illustrations or hand-crafted animations

Deliverables:
- User guide for self-editing
- 30-minute training call

Timeline: 2-3 weeks after content received

Option 2: BETTER - $4,000

Custom Website: A handcrafted site that feels special, not like a template

Everything in GOOD, plus:

Custom Design & Development:
- Fully custom-built website (no templates)
- Complete creative control
- Earthy, witchy, handcrafted aesthetic
- Fast page loads (optimized performance)

Custom GSAP Animations:
- Hand-crafted animations that feel organic and alive
- Growing fern illustrations that unfurl on scroll
- Floating leaves and botanical elements
- Parallax depth effects, nature-inspired transitions
- Hover interactions that respond like living things
- These aren't template effects - they're custom-coded art

Simplified Logo Variant:
- Cleaner lines that read well at small sizes (mobile header, favicon)
- Retains botanical feel - your full logo stays for larger uses
- SVG and PNG formats provided

Mobile-First Experience:
- All touch targets sized for thumbs (minimum 44x44px)
- Responsive images for fast mobile loading
- Gallery with swipe gestures and lazy loading
- Sticky contact button, tested on real iOS and Android devices

Enhanced SEO:
- Google Search Console setup
- Sitemap submission, schema markup for local business
- Page speed optimization

Custom Analytics Dashboard:
- Visitor counts, page views, traffic sources
- Most popular pages, device breakdown
- No need to learn Google Analytics - access anytime at your own URL

Content Management & Blog:
- Simple admin interface - edit text, swap images without code
- Blog with scheduling, categories, tags, draft/publish workflow

Technical Benefits:
- No monthly platform fees
- Hosting on Netlify/Vercel (free tier)
- Full ownership of your code

Deliverables:
- Complete source code (yours to keep)
- User guide for content editing
- 45-minute training call
- 30 days of bug fixes post-launch

Timeline: 4-5 weeks after content received

Option 3: BEST - $6,500

Custom Website + Brand Collateral: Professional presence across all client touchpoints

Everything in BETTER, plus:

Brand Collateral Package:
- PDF Generator - Branded proposals, site assessments, design packages
- Invoice Generator - Professional invoices with logo and payment terms
- Contract Generator - Contracts with editable signature fields
- Document Footer - Consistent footer with contact details
- Email Signature - Branded signature template for team

This proposal PDF is an example of what I can build for you. Generated PDFs include editable fields where needed (e.g., signature lines, dates). The document generator system involves database setup and custom development - a major feature exclusive to BEST tier. I'll need your current templates or examples to match your style.

Enhanced Website Features:
- Gallery filtering by project type (Habitat, Food Forest, Pollinator, etc.)
- Contact form with service selection dropdown
- Newsletter signup integration (if desired)
- 2 rounds of revisions (instead of 1)

Enhanced Animations:
- Additional custom illustrated elements
- Seasonal animation variations (optional)
- Loading animations with botanical motifs
- Interactive garden elements (e.g., flowers that bloom on hover)

Enhanced Analytics Dashboard:
- Contact form submission tracking
- Which services visitors are most interested in
- Seasonal traffic patterns (plan your marketing)
- Referral source breakdown (Instagram, Google, direct)
- Monthly email summary of key metrics (optional)

Extended Support:
- 3 months priority support (24hr response)
- Quarterly check-in during support period

Deliverables:
- Everything from BETTER
- Editable templates (Google Docs, Canva, or Word format)
- Brand usage guidelines (1-page quick reference)
- 60-minute training call

Timeline: 5-6 weeks after content received

Option Comparison

Feature	GOOD	BETTER	BEST
Price	$2,000-2,500	$4,000	$6,500
Fix all audit issues + SEO	✔	✔	✔
New sections + blog setup	✔	✔	✔
User guide + training	✔	✔	✔
Mobile optimization	Improved	Full	Full
Animations	Basic	Custom GSAP	Enhanced
Custom design (no template)	-	✔	✔
Simplified logo + illustration	-	✔	✔
Analytics dashboard	-	✔	Enhanced
Own your code	-	✔	✔
PDF/Invoice/Contract generator	-	-	✔
Gallery filtering	-	-	✔
Extended support (3 mo)	-	-	✔

Ongoing Costs

GOOD (Squarespace): ~$16-27/mo includes hosting, domain, email, SSL, backups - no maintenance needed.

BETTER/BEST (Custom): Domain ~$12/year, email ~$6/user/mo, hosting free (Netlify). Maintenance options: DIY ($0, user guide included), Maintenance Plan ($50/mo or $500/year), or Ad-Hoc ($100/hour).

Timeline

Target Launch: March 1, 2026 | Emily Unavailable: Feb 12-22 | Abby: Mon/Tues only

Content	Deadline	Content	Deadline
Site inspiration links	Jan 31	Photos from Google Cloud	Feb 10
Page structure confirmed	Feb 3	Review & feedback	Feb 24-28
Written content (bios, descrip	Feb 7	Launch	🌱

These are targets. If content arrives later, launch shifts accordingly.

Payment Options

Standard: 50% to start, 50% at launch | Extended: 50% to start, 25% midpoint, 25% in May/June

What I Need From You

Decisions

Pages to include:

Resources
FAQ
Careers
Blog

Team page:

Standalone
Integrated into About

Gallery name:

Gallery
Portfolio

Portfolio permission:

Yes
No

Content & Assets

Site inspiration links
Team bios (Emily, Abby, any new members)
Service descriptions (updates to Meadows, Edibles)
Content for Resources page, FAQs
Year established + service area
Photos (unedited, uncropped preferred)
Original logo files
Headshots, testimonials (optional)
Invoice/proposal templates (BEST only)

I'll build all pages - if content isn't ready by launch, I'll include instructions in the user guide for making them live later (or I can do it for you).

Domain/Email: I'll need Squarespace access regardless of tier. Is hedgewitchhorticulture.com in Squarespace Settings > Domains? Do you pay for Google Workspace through Squarespace?

Agreement

By signing below, you agree to the selected tier and options above. This proposal is valid for 30 days from the date prepared.

Selected Tier:

GOOD ($2,000-2,500)
BETTER ($4,000)
BEST ($6,500)

Maintenance:

DIY ($0)
Monthly ($50/month)
Annual ($500/year)

Payment Schedule:

Standard (50% to start, 50% at launch)
Extended (50% to start, 25% midpoint, 25% in May/June)

Hedgewitch Horticulture LLC

Signature: _____

Printed Name:

Date:

Noelle Bhaduri, No Bhad Codes

Signature: _____

Date: