



No Bhad Codes

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# Hedgewitch Horticulture Website Redesign

**Prepared for:** Emily Gold & Abigail Wolf, Hedgewitch Horticulture

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**Version:** 1.0

## 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, accessibility issues	Critical
Missing H1 headings	Poor SEO, screen reader issues	High
Logo too small on mobile	Beautiful detail not visible at small size	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 links	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:** \_\_\_\_\_