

PRODUCT PACKAGES

| Randle Browning Media [insert your business name here].

PACKAGES

Hi, I'm Randle Browning. I am a WordPress developer, web designer, and content creator, and I love to build beautiful, responsive websites that make your brand or business shine.

I can build a site from scratch, customize an existing site, transfer your old content to a brand new site, or simply help you customize a WordPress theme you already love.

I am also an expert in content strategy and marketing, so I can walk you through the entire concept of your site, ensuring that content and design work together seamlessly.

Below, you'll find the packages I offer, along with standard extras. If you need help choosing what's right for you, or if you want to discuss adding on other custom extras, please reach out for a free, 30-minute phone or video consultation. I love talking about site design and brand strategy, and I'd love to talk through your project with you.

SUPER SITE

A Super Site is perfect for small businesses and bloggers who want to upgrade an existing site or build a simple site based on a theme you already love.

What You Get:

- Customize new WordPress theme or customize existing WordPress site
- Content evaluation and 1-hour meeting to discuss content strategy
- Custom header and social media icons

What I Need From You:

- Site content
- Brand colors
- Links & images

Stages:

1. Goals & planning: We meet and talk about your goals and plans for the site. I start work on the site.
2. Content strategy: You share your content with me, and we have another meeting to talk about how to phrase your content in a way that will SELL.
3. 1 Round of Revisions: I share the first draft of the site with you, and send me one round of feedback and changes.
4. Final approval: I make changes, and you approve final site.*

*We can do more rounds of revisions for an additional fee, if you end up changing your mind or wanting to see more options.

Timeline: 3 weeks

Rate: \$535

PREMIUM SITE

A premium site is great for you if you have a very specific site design in mind, and you want to take your site to the next level with Google search engine rankings and integration with your social media accounts.

What You Get:

- Fully customized WordPress Site
- Search engine optimization
- Content evaluation and 1-hour meeting to discuss content strategy
- Social media integration

What I Need From You:

- Design mockup
- Site content
- Links & images

Stages:

1. Goals & planning: We meet and talk about your goals and plans for the site. I review your mockup and branding materials. I start work on the site.
2. Content strategy: You share your content with me, and we have another meeting to talk about how to phrase your content in a way that will SELL.
3. 1 Round of Revisions: I share the first draft of the site with you, and send me one round of feedback and changes.
4. Final approval: I make changes, and you approve final site.*

*We can do more rounds of revisions for an additional fee, if you end up changing your mind or wanting to see more options.

Timeline: 6-8 weeks

Rate: \$935

SUPER PREMIUM SITE

A Super Premium Site is just for you if you are a business or individual looking to build a unique, custom site that looks great on all screen sizes. If you are looking to integrate a shop on your site, this is the package for you.

What You Get:

- Fully customized WordPress Site
- Fully responsive
- Search engine optimization
- Content evaluation and 1-hour meeting to discuss content strategy
- Social media integration
- eCommerce plugin

What I Need From You:

- Site content
- Brand colors
- Links & images

Stages:

1. Goals & planning: We meet and talk about your goals and plans for the site. I start work on the site.
2. Content strategy: You share your content with me, and we have another meeting to talk about how to phrase your content in a way that will SELL.
3. 1 Round of Revisions: I share the first draft of the site with you, and send me one round of feedback and changes.
4. 2nd Round of Revisions: I share the second draft of the site with you, and you send me second round of feedback and changes.

5. Final approval: I make changes, and you approve final site.*

*We can do more rounds of revisions for an additional fee, if you end up changing your mind or wanting to see more options.

Timeline: 8-12 weeks

Rate: \$1735

SITE MIGRATION ADD-ON

SITE TRANSFER

Do you have an existing site (on WordPress or not) that you want to transfer? I can work with you to protect your content and migrate it to your new, updatable, custom WordPress site. Prices vary based on your situation, so talk with me to get more specific.

What You Get:

- Domain name transfer
- Content migration
- Debugging

Stages:

1. You share your current domain and hosting information with me.
2. I backup your content and transfer the site.
3. You review content for bugs.
4. I debug.

Rate: \$95 - \$235

UX & BRANDING ADD-ON

USER EXPERIENCE DESIGN AND BRANDING

Are you starting from scratch? If you don't have a design in mind, I can work with you to help you peg your ideal customer and market your brand new site straight to them. We'll create mood boards, find fonts you love, and build a site design that is unique to your brand. Prices vary based on your project, so talk to me for a more specific rate.

What You Get:

- 1-hour meeting with me to discuss your brand
- Site maps and user flows
- User personas, to nail down your ideal customer/visitor
- Moodboard
- Custom wireframe and site layout

Stages:

1. Initial meeting to discuss brand and goals.
2. I create user flows, site map, and user personas. You review and approve.
3. I create custom moodboard with fonts, colors, and optional images. You review and approve.
4. I create a custom wireframe and mockup (design) for your site.

Rate: \$115 - \$415

Thank You FOR YOUR INTEREST

If you are ready to take your brand or business to the next level with a unique online presence, then schedule your free consultation with me right now. We can chat on the phone if that's your style, or we can set up a face-to-face in person or via Google Hangout.

Email me now: randle@randlebrowning.com

Or Call: 949-463-4153

I can't wait to work with you!