

# Setup Concierge — Website Update Implementation Guide

**Date:** February 8, 2026

**Approach:** Guided — you make the edits, step-by-step

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## Before You Start

1. Log into `setupconcierge.com/wp-admin`
  2. Open a second tab with your live site to preview changes
  3. Work through these steps in order — each one builds on the last
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## Step 1: Update the Hero Subheadline 🕒 5 min

**Where:** Homepage → edit your hero/banner section

**Find this text:**

*Don't Let a Bad Setup Cost You Your Brand.*

**Keep that headline.** Below it, add or update the subheadline to:

We build your brand, design your presence, and capture every moment — so you can focus on what you do best.

**Save and preview.**

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## Step 2: Add the 4th Service Pillar 🕒 15 min

**Where:** Homepage → the section with the 01, 02, 03 service cards

**Duplicate** the 03 card (or create a new block matching the same style), then change the content to:

**Number:** 04

**Title:** Ongoing Brand Support

**Description:**

We show up, capture the magic, and deliver scroll-stopping content before your event buzz fades. From event photography to social media kits — your brand stays active and alive.

**Save and preview.** Make sure the 4-card layout looks balanced.

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## Step 3: Create the Event Photography Page 🕒 30-45 min

**Where:** Pages → Add New

**Page title:** Event Photography & Media

**Slug:** event-photography

Copy and paste the following sections in order:

Section A: Hero Header

Event Photography & Media

Capture every moment. Tell every story.

Whether you're launching a brand, hosting a fundraiser, or building community – professional event coverage turns moments into lasting brand assets.

Section B: What You Get

Create a table or styled list:

WHAT YOU GET

✓ Edited Photo Gallery – High-resolution, color-corrected images delivered digitally

✓ Social Media Content Kit – Pre-captioned posts, hashtag sets, Story-ready crops

✓ Quick Turnaround – Social-ready selects within 48 hours, full gallery within 7 days

✓ Highlight Reel – 60-90 second video recap of the event (add-on)


✓ Raw Files – Unedited originals available upon request

✓ Full Usage Rights – All deliverables are yours upon payment

Section C: Packages

Create 3 columns or pricing cards:

Card 1:

 SINGLE EVENT COVERAGE

Perfect for one-time events, grand openings, fundraisers.

• Up to 3 hours of coverage


• 50-75 edited photos


• Social Media Content Kit included

• Delivery in 5-7 business days

From \$600

Card 2 (add a "Most Popular" badge):

 MOST POPULAR

 QUARTERLY RETAINER

Ideal for organizations with regular events and ongoing content needs.

• Up to 4 events per quarter

• Up to 3 hours per event

- 50-75 edited photos per event
- Social Media Content Kit included
- Priority booking
- Save \$400 vs. single bookings

From \$2,000/quarter

### Card 3:

#### ANNUAL PARTNERSHIP

For brands that need a dedicated visual partner year-round.

- Up to 12 events per year
- Up to 4 hours per event
- 75-100 edited photos per event
- Social Media Content Kit included
- 2 highlight reels per year
- Priority booking
- Dedicated point of contact
- Save \$700 vs. single bookings

From \$6,500/year

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## Section D: Add-Ons

### ADD-ONS

Extended coverage (+2 hours) – \$300

Highlight reel (60-90 sec) – \$250

Same-day social selects (5-10 photos within 4 hours) – \$150

Printed event photos (on-site) – \$200

Second photographer – \$350

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## Section E: What Happens Next

### HOW IT WORKS

01. Book a Free Consultation – Tell us about your event and brand goals
02. We Plan Your Coverage – Creative direction tailored to your brand
03. We Show Up & Capture – Professional, unobtrusive event coverage
04. Receive Your Content – Edited gallery + social media kit, delivered fast

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## Section F: Call to Action

Ready to Capture Your Next Event?

Let's talk about your upcoming event and build a package that fits.

[Book a Free Consultation] → link to your Client Intake Request Form

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## Section G: Booking Policy (footer of page)

Note: We recommend booking at least 2 weeks in advance. Rush bookings available for Quarterly and Annual clients. Cancellations with less than 48 hours notice are subject to a 50% booking fee.

Save and publish the page.

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## Step 4: Add Navigation Link 🕒 5 min

**Where:** Appearance → Menus (or your theme's menu editor)

- Under **Services**, add a sub-menu item:
  - **Label:** Event Photography
  - **URL:** /event-photography

Save the menu.

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## Step 5: Add WNQ Case Study Section to Homepage 🕒 15 min

**Where:** Homepage → below the services section

Add a new section with this content:

OUR WORK IN ACTION

Warriors Never Quit (WNQ)

Nonprofit brand revamp + ongoing event photography

From website strategy to on-location photo sessions, we partnered with WNQ to refresh their brand presence and capture their community impact.

[Learn More →]

💡 For now, the "Learn More" link can go to # or your services page. We'll create a dedicated case study page once you have event photos from upcoming WNQ events.

Save and preview.

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## Step 6: Update Intake Form 🕒 10 min

**Where:** Your Client Intake Request Form

Add a new field or dropdown option:

Service Interest: (add to existing dropdown or checkboxes)

- ☐ LLC Formation
- ☐ Branding & Design

- ☐ Website Development
- ☐ Event Photography & Media      ← NEW
- ☐ Ongoing Brand Support      ← NEW
- ☐ Other

**Save the form.**

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## Step 7: Preview & Test 🕒 10 min

- ☐ View homepage — does the 4th service card look balanced?
  - ☐ Click through to `/event-photography` — does the page load and look right?
  - ☐ Check navigation — does "Event Photography" appear under Services?
  - ☐ Test on mobile — do the pricing cards stack properly?
  - ☐ Submit a test intake form — does the new option appear?
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## Total Estimated Time: ~1.5 hours

**Do them in order. Steps 1-2 are quick wins you can do right now.**

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*Guide prepared by Antigravity Strategic Systems — February 8, 2026*