

# Beccatron Studios: Webdesign Rate Sheet

## OPTION A

### BASIC WEBSITE

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*A simple, professional and no-frills website that you can update yourself.*

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#### What you get

- **Homepage Mockup** 1 REVISION
  - **Responsive Wordpress Theme** 1 REVISION
  - **Site Installation** 1 REVISION
  - **Basic SEO** 1 REVISION
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#### Why do this

Option A is an affordable package with a quick turnaround. It's also a great way to see how we work together.

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*Price:*

**\$1,500**

## OPTION B

### STYLE & IDENTITY

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*Develop an online identity that reflects your business goals & personal style.*

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#### What you get

- All of **OPTION A** *plus*
  - **Original Logo** SKETCHES + 3 REVISIONS
  - **More Mockups & Revisions**
  - **Style Guide**
  - **Business Card Design** 1 REVISION
  - **Social Package** 1 REVISION
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#### Why do this

Define your brand across media, with a logo and unique style that looks great in print, web & social media.

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*Price:*

**\$4,000**

## OPTION C

### STYLE, IDENTITY & CONTENT

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*Sharpen your website content to draw in business and turn visitors into clients.*

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#### What you get

- All of **OPTION B** *plus*
  - **Content Strategy** 1 REVISION
  - **Copy Writing** 3 REVISIONS
    - ABOUT PAGE/MISSION STATEMENT
    - BIOGRAPHY/HISTORY
    - PRODUCTS/SERVICES
  - **Enhanced SEO/Marketing**
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#### Why do this

Instill confidence in potential clients with clear & concise site content, plus updated profiles on third party services.

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*Price:*

**\$6,000**



## OPTION A

# Basic Website



*A simple, professional and no-frills website that you can update yourself.*

Option A is an affordable package with a quick turnaround. It's also a great way to see how we work together. This package includes only one revision per visual deliverable. Limiting the number of adjustments keeps the price low and ensures a speedy turnaround. You must provide all of the content. Additional revisions cost \$75/hr, or you can upgrade to Option B for an additional \$2000.

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*Price:*

**\$1,500**

INCLUDES \$1,000 CREDIT TO PUT TOWARDS UPGRADE

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*What you get:*

## 🗒️ Homepage Mockup

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1 REVISION

Graphic of what the homepage should look like. Delivered as a .PNG & Photoshop or Illustrator file.

## </> Responsive Wordpress Theme

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1 REVISION

A simple, mobile-friendly and responsive design for Wordpress, a popular and well-supported web publishing platform.

## 🌐 Site Installation

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1 REVISION

Everything you need to launch your website: Wordpress and custom theme installation; uploading of all the content you provide; and assistance with purchasing web hosting & a domain name, if desired.

## 🔍 Basic SEO

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1 REVISION

Best practices for Search Engine Optimization, including keyword selection and integration with Google Maps & Analytics.

## OPTION B

# Style & Identity



*Develop an online identity that reflects your business goals & personal style.*

Define your brand across media with an aesthetic that targets the tastes of your client base & the qualities that make your business unique. An original logo will look great on your website, business cards, and social media profiles. More mockups & revisions ensure all the subtle details are just right. Additional revisions cost \$75/hr, and you can upgrade to Option C for an additional \$3000.

*Price:*

**\$4,000**

INCLUDES \$3,000 CREDIT TO PUT TOWARDS OPTION C

*What you get:*

## Original Logo

SKETCHES + 3 REVISIONS

We begin with many quick sketches and see what strikes your fancy. Favorite sketches are refined into vector graphics that can be scaled to any size.

## Mockups

3 REVISIONS

Graphics of what the website should look like. Delivered as a .PNG & Photoshop or Illustrator file. Mockups for up to 4 page layouts, so that you can try multiple variations.

## Responsive Wordpress Theme

3 REVISIONS

A simple, mobile-friendly and responsive design for Wordpress, a popular and well-supported web publishing platform. More revisions means you can try different options and get all the details exactly specified to your tastes.

## Style Guide

A brief document that summarizes the style and aesthetic of your site, including fonts & sizing, color scheme, and vertical spacing. These guidelines help achieve consistent branding across media, making it easy to match future brochures and advertisements with your website.

## Business Card Design

1 REVISION

A printer-ready business card design reflecting your new logo & identity.

## Social Package

A collection of appropriately-sized branded graphics (avatars, cover photos, etc.) for up to five platforms of your choice, such as Facebook, LinkedIn & Twitter.

## All of Option A

Wordpress installation & basic SEO package from Option A, plus more revisions & mock-ups as described above.

## OPTION C

# Style, Identity & Content



*Sharpen your website content to draw in business and turn site visitors into clients.*

Hook your customers with clear & concise copy. Present them with all the information they need, without overwhelming or boring them. Instill trust and confidence in your business, and make sure new customers can easily find you!

*Price:*

**\$6,000**

UPGRADE FROM OPTION A FOR \$5,000

UPGRADE FROM OPTION B FOR \$3,000

*What you get:*

      All of Option B

Define your brand across media, with a logo that looks great on print, web & social media. A custom, responsive site design with more mockups & revisions ensures all the details are just right.

## Content Strategy

3 REVISIONS

A written plan for optimizing your content to attract clients and achieve your business goals. Includes information architecture, a sitemap, and the following boilerplate (which can be adapted for press releases and other marketing materials):

- *Hooks* - 1 or 2 short phrases to grab the attention of potential customers.
- *Tag Line* - A punchy & concise 1 sentence description of your business.
- *Summaries* - 1-2 paragraph descriptions of key aspects of your business.
- *History* - The story of your company's history, mission, and values.

## Copy Writing

3 REVISIONS

A good website is a lot more than a pretty design. Fill your site with active and compelling prose for the following pages:

- *About/Mission*- An overview of your history, achievements, and values.
- *Biography/History* - The story of your organization or business.
- *Products/Services* - 1-2 paragraph descriptions for each of your key offerings.

## Enhanced SEO & Marketing

3 REVISIONS

Help potential clients find you with better search rankings. While nothing can be guaranteed, careful selection of keywords and metadata can help place your page at the top of search results. Carefully crafted landing pages drive clients to the areas of your business you want to focus on. Plus, updated profiles & integration with services like *GoogleMaps* and *Yelp* make it easy for customers to find your new website.

# Add-Ons

*Not ready to commit to a full package? Services may also be purchased à la carte.*

## Copy Writing

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\$75/HR

Want some brand new written content for your website or marketing materials? From documentation to tweets, à la carte copy writing costs \$75/hr.

## Copy Editing

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\$75/HR

Have existing copy you'd like proofed and spruced up? Copy editing costs \$75/hr.

## Print Advertisement

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\$350 • 1 REVISION

Design, concept & copy-writing for a print advertisement in a magazine, newspaper, or trade publication. Additional revisions cost \$75/hr.

## Business Card Design

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\$300 • 1 REVISION

A printer-ready business card design reflecting your new logo & identity. Additional revisions cost \$75/hr.

## Postcard Design

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\$450 • 1 REVISION

A printer-ready postcard design advertising your product. Copy must be provided or paid for separately. Additional revisions cost \$75/hr.

## Banner Design

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\$100 • 1 REVISION

A printer-ready banner design featuring your logo & brand name. Ideal for booths at conferences and trade shows. Additional revisions cost \$75/hr.

## Original Illustrations & Icons

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\$250 - \$750

Original artwork gives your site a distinct personality. A diverse range of digital and hand drawn styles are available for illustration projects ranging from comic-book style documentation, infographics, and custom icons. Price varies with scope of the work, licensing, and number of revisions.

## Branded Motion Graphic

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\$400 • 1 REVISION

A short motion graphic of your logo include in video tutorials & ads. Additional revisions cost \$75/hr.

## Event Recording

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\$750/DAY • TRAVEL

2 Camera recording of a live event. Editing costs \$75/hr.

## About Beccatron Studios

*Beccatron Studios is a full-service multimedia studio with an emphasis on web design, videography and logo design.*

At Beccatron Studios, the design process is highly personal. Regardless of whether the end product is print, video or web, we begin by discovering who you are, discerning both your style and values. Then we tell your story — and make sure your audience hears it.

With a focus on small to medium sized organizations, Beccatron Studios can help you create a unique and memorable identity that fits your budget.

### *Services include:*

- Web Design, specializing in WordPress theme design & hand-crafted html/css
- Event Videography & Editing
- Logo Design & Identity
- Graphic Design
- Illustration
- WordPress & Social Media Tutoring

## THE WEB DESIGN PROCESS

### 1. *Discovery*

We begin by asking lots of questions to learn about your history, your values, and your tastes.

### 2. *Design*

Once we have a sense of who you are, we start designing. We send you a couple *mockups* — static images of how your site could look. Then we revise these images based on your feedback.

### 3. *Development*

Once we settle on a design, we begin to code. Then we upload a demo to our servers, hidden behind a password. You can test drive your site on different devices and request final tweaks and revisions.

### 4. *Deployment*

We launch the live site. Depending on your package, we will generate starter content and update your social media accounts.

### 5. *Documentation*

We don't consider a web project complete until you've received full documentation instructing how to update & maintain your site on your own.

## ABOUT REBECCA

Rebecca created her first website in fifth grade, and has been making films for nearly as long.

Rebecca graduated in 2010 with high honors from the Visual and Environmental Studies Department at Harvard University, where she also illustrated for the *Harvard Lampoon*. Her short film *Ashley/Amber* premiered at the Berlin Film Festival in 2011 and has since screened around the world.

Rebecca has worked as a professional web designer since 2008. She enjoys a diverse client base of small businesses, non-profits, and artists. Her skills include HTML, CSS, PHP, Wordpress, Drupal, Photoshop, Illustrator, and Final Cut Pro.

