

# SAGE & SQUARE

## SERVICES GUIDE

2021



A guide to help you & I work together with ease and purpose. The ultimate resource to creating your website or brand design.



*hello there*

**I'M JO LOVE, FOUNDER & DESIGNER**

Thanks so much for taking the time to get in touch, I'm so glad you're here! Sage & Square is a boutique website & branding design studio based in Western Australia. Driven by a love of design and helping small businesses, it's my goal to guide you through the sometimes stressful process of developing an online presence. If we choose to work together (which I hope we do!) I'll create a beautiful and highly functional Squaresquare website for your business.

My style is inspired by minimal and natural design. I love a classic font and will always look for ways to help your website stand out. I love working with creative entrepreneurs, I'll get behind you 100% and we'll work together to create a website that's perfect for you.

It's my whole-hearted belief that everyone deserves a beautiful and functional website no matter what the size of your budget is.

*Jo*



# office hours & *contact* info

I work weekdays from 8.00 am to 5.00 pm AWST (UTC+8:00),

I'm based in sunny Singleton, Western Australia. I can be available on and off over the weekend but it will depend on what I am up to with my family. I have two small boys so sometimes quiet is not an option! I will generally be able to reply to emails though.

During your project we will primarily use email and Dubsado to communicate. This helps us both keep everything organised and in one place.

## SKYPE / ZOOM

If you'd like to chat via Skype or Zoom, please feel free to shoot me an email to schedule an appointment.

## SOCIAL MEDIA



PINTEREST  
@sageandsquare



INSTAGRAM  
@sageandsquare

## CONTACT ME



[hello@sageandsquare.com](mailto:hello@sageandsquare.com)



[www.sageandsquare.com](http://www.sageandsquare.com)



+61 45 203 2054

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*Jo is patient, responsive and creative making the development of the website smooth and really enjoyable. I cannot recommend Jo enough! Her talents are an asset to any brand and her beautiful manner, creativity and professionalism making her a delight to work with.*

*Hannah, TwineWood Studio*

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## **WORKING WITH SQUARESPACE**

### **WHAT IS SQUARESPACE?**

Squarespace is an all-in-one website building platform. It's well known for its designer quality templates, modern features and mobile responsive attributes.

### **COSTS & REQUIREMENTS?**

I do require you to have a Squarespace Subscription (around \$25 per month) which includes hosting and their online support. This is separate from my website design costs. A domain through Squarespace is free for the first year. Using Squarespace Scheduling also has an additional cost associated with it.

### **IS IT FOR ME?**

Squarespace is an amazing option for small business entrepreneurs. Squarespace sites are designed to be minimal and modern and come standard with built in SEO, powerful analytics, SSL certificates as well as mobile optimisation. I choose to design using Squarespace because I believe it works for entrepreneurs short on time and without the resources to fund website management services. Squarespace is intuitive and easy to manage. There are no plug-ins or updates making it the perfect option for busy people wanting to focus on their core business rather than website maintenance.

# my core *services*

## 01. Squarespace Website

Purposeful & professional website design for small businesses.

## 02. eCommerce Website

Practical and beautiful eCommerce website design for your small online business & shop.

## 03. Day Rate Design

Perfect for anyone needing a website refresh. Hire me for the day to get that 'to-do' list, done!

## 04. Logo & Brand Design

With my branding package, you'll walk away with a comprehensive and considered brand design that includes Brand Guidelines and a Logo Guide.

[WWW.SAGEANDSQUARE.COM](http://WWW.SAGEANDSQUARE.COM)



## SQUARESPACE WEBSITE

\$1500

2 WEEK PROCESS

This package is perfect for you if you're a small business owner without the big business budget. Following my two week design and build process, you'll come away with an elegant, simple, responsive Squarespace website that will connect you online with your ideal audience and customers. Ideal for creatives and all service related business.

### WHAT'S INCLUDED?

5-7 Pages

Moodboard Design

Basic SEO (& Image Optimisation)

Social Media Integration

Newsletter Integration

Blog Setup

Favicon

Two rounds of revisions

Mobile Responsive

I use Dubsado to manage all my design projects. This will make both of our lives easier, trust me!



## ECOMMERCE WEBSITE

**\$1800**

2 WEEK PROCESS

Ideal for small businesses on a tight budget who want to move away from platforms like Etsy. The Ecommerce Website Package has all the bells and whistles of my Essentials Package but you'll walk away with a fully integrated online shop that will be a breeze for you to manage after handover. This package is perfect for small businesses wanting to manage all aspects of their own online store.

### WHAT'S INCLUDED?

Up to 12 Pages

Moodboard Design

Setup eCommerce Online Store

Basic SEO (& Image Optimisation)

Newsletter Integration

Mobile Responsive

Blog Setup

Favicon

Two rounds of revisions

Social Media Integration

I use Dubsado to manage all my design projects. This will make both of our lives easier, trust me!





## LOGO & BRANDING

\$800

2 WEEK PROCESS

It's so important as a small business to have consistent branding that aligns with you, your business and your vibe. With my branding package, you'll walk away with a comprehensive and considered brand design.

### WHAT'S INCLUDED?

Primary Logo, Submark, Icon

Moodboard Design

Colour Palette

Font System

Website Favicon

Final file release in every file format  
and colour way

Social Media Profile Pic

Design & Branding Questionnaire

Two rounds of revisions

Brand Guidelines

Logo Usage Guide

Ask about my Petite Branding Package  
for \$500.00.

[WWW.SAGEANDSQUARE.COM](http://WWW.SAGEANDSQUARE.COM)



## DAY RATE DESIGN

\$600

1 DAY

My Day Rate service is perfect for you if your website needs a refresh. You know what you want done and you have the content and images prepared and ready to go. We'll go through a pre-project scoping document to fully define our deliverables.

You walk away with all your 'to-do's' done. No more DIY or trawling through Google searching for the answers!

### WHAT'S INCLUDED?

Pre-project scoping document  
My time for an 8 hour period  
One round of revision

Training Video to go through  
all work completed

I use Dubsado to manage all my design projects. This will make both of our lives easier, trust me!



# WEBSITE BUILD PROCESS

2 WEEKS

## 1. YOUR HOMEWORK

**CONTENT PLANNER:** Complete the content planner & brand questionnaire I'll send to you. The content you provide will form most of the copy for your website. I'll take your content and with a little tweaking, we'll have website copy that both Google (yes I'm talking SEO) and your audience LOVE.

**IMAGES:** Save all your website images (high quality .pngs & .jpegs) into the questionnaire, save a shared Google Drive folder or email them. The content planner & all images must be complete prior to my design process starting.

## 2. THE BUILD

**MOODBOARD:** Customised moodboard including colour palette, fonts and patterns.

**DESIGN:** Based on the initial step you'll receive a mock-up of the website design using Adobe XD. You'll have the chance to request edits.

**DEVELOPMENT:** Once design is finalised, I'll build the website on Squarespace. Pages and images will be mobile optimised.

**TUTORIAL:** You'll receive a video tutorial to go through your site and how to use it.

**LAUNCH:** Once all edits have been completed and final payment made, I'll transfer ownership to your Squarespace account and we'll launch your site!

**CELEBRATE:** I'll send you your final files and guides. Then.... drinks all round!



## FREQUENTLY ASKED QUESTIONS

### **DO YOU OFFER A LOGO DESIGN SERVICE?**

Logo design is included in my branding package. You can add the branding package to any of my other packages. If you're interested in branding, shoot me an email to discuss [ [hello@sageandsquare.com](mailto:hello@sageandsquare.com) ].

### **WHAT IF I DON'T HAVE IMAGES?**

Professional images are always a great additional to any website. If you don't have any, I'll use stock images from Unsplash. These are royalty free images that don't require attribution.

### **HOW DOES THE PAYMENT WORK?**

I'll set you up on my Client Portal where you'll find your Contract and an Invoice for your 50% non-refundable deposit. You'll need to sign (digitally) the contract and pay the deposit before we get started. The remaining 50% payment is due after the completion of the project and before I transfer ownership of your Squarespace website to you. My preferred payment method is Electronic Bank Transfer for Australian clients and PayPal for international clients.

### **WHAT ARE YOUR HOURS OF WORK?**

I work from home so there will be times when I'll be working some strange old hours. I'm happy doing that, however I'm not 'on call' all the time. I'll reply to your queries as soon as possible during the week, but not over the weekend. We might also be in different time zones, so if you don't expect a reply at 2am in the morning, neither will I!



## **FREQUENTLY ASKED QUESTIONS (cont)**

### **WHAT DO YOU EXPECT FROM YOUR CLIENTS?**

I know you already have great content, so the other things I expect from my clients are to be available during your 2-week timeframe and respond to emails quickly. I also ask that you have your client homework done ahead of time to make the process run smoothly and to help get the most out of our time together.

### **I'VE NEVER USED DUBSADO, WHAT DO I NEED TO KNOW?**

Dubsado is a project and record management tool. I'll set our project up and send you tasks to complete like the content planner and uploading of images. You can ask questions, start a conversation and see exactly where the project is at, through Dubsado. It's a simple tool and it helps us both stay on track and focused.,

### **AFTER HANDOVER, ARE YOU AVAILABLE TO HELP?**

I choose to work with Squarespace because I believe it's easy for everyone to use. But I get that you're not a web designer so I'll be available to answer any questions and help out for a week after handover. If you are 100% focused on your day to day business and have zero interest in updating your website, my Day Rate service might be what you're after.

*interested in extras?*

PRICING GUIDE : \$150

WELCOME / INFO PACK : \$250

THANK YOU CARDS: starts at \$60

MENU DESIGN : \$250

POWERPOINT PRESENTATION : starts at \$300

INFOGRAPHICS : starts at \$150



***book your project today***

HELLO AT SAGEANDSQUARE DOT COM