

The PRICING + SERVICES GUIDE

2024



01.

BRANDING *suite*

Captivating visuals that tell your story. This is where it starts.

We adore learning about your idea or passion and turning it into a unique brand experience that gives you the confidence to share it to the world. We will work together to make an impactful branding for you, whether it's for your business, blog, advocacy or your next bestselling book.

WHAT YOU GET

branding

- Collaborative Pinterest board
- Main logo design + 2 options
- Submark + 2 variations
- Up to two revision rounds
- Brand board
- Custom watermarks
- Facebook cover

book cover

- Collaborative Pinterest board
- 2 book cover design concepts
- Up to two revision rounds
- Up to 3 book format sizes
- Bookmark design
- 3 book mockups
- Launch day graphic

BRAND COLLATERALS

Marketing collaterals including, but not limited to social media graphics, business cards, media kits, etc. that are not indicated above can be quoted on an individual basis.

YOUR INVESTMENT STARTS AT

\$500

2 - 3 week process

limited availability



02.

FULL *suite*

The entire branding and website ensemble. Let's bring it home.

First impressions are everything when it comes to capturing your audience's attention. A seamless brand and website experience gives you that while also encouraging trust, ultimately creating loyalty that will keep them coming back for more.

WHAT YOU GET

Branding Suite deliverables	Custom site icon
Discovery questionnaire	Up to five plugins setup
Collaborative Pinterest board	Mobile responsive design
Coming Soon page	Private subdomain for staging
Custom homepage design	Up to three revision rounds
5 inner pages design	One week support after launch
Custom opt-in form configuration	FREE one month maintenance
One custom pop-up	Facebook cover photo
Social media icons	Launch Day Graphic

WEBSITE COLLATERALS

For brand-new websites: domain name, hosting & SSL are available at \$150/year.
Additional website features including, but not limited to: e-commerce function, listing feature, learning management system, etc. that are not indicated above can be found on the next page. Premium plugins need to be purchased separately.

YOUR INVESTMENT STARTS AT

\$1,500

3 - 6 week process

limited availability



03. SITE *collaterals*

Extend the functionality of your website with these add-ons.

Looking for more than a basic website setup? Whether it's adding a shopping component, a full-blown listing feature or even a complete learning management system, we can do it for you. Collaterals not indicated below (like product photography) can be quoted on an individual basis.

E-COMMERCE *suite*

- » WooCommerce setup
- » Essential e-commerce pages
- » Mini-cart modal
- » Basic product widgets
- » Newsletter setup
- » Initial products upload (up to 5)

\$750

DIRECTORY LISTING *suite*

- » Custom post type (listing) setup
- » Essential directory pages
- » Custom taxonomies setup
- » Filtering* functionality
- » Newsletter setup
- » Initial listing upload (up to 5)

\$1000

LEARNING MANAGEMENT *system*

- » LearnDash* setup
- » WooCommerce setup
- » Essential LMS pages
- » LearnDash add-ons* setup (up to 2)
- » Basic LearnDash widgets
- » Initial course upload (up to 5)

\$1500

DON'T SEE WHAT YOU'RE
LOOKING FOR?

EMAIL US!
designs@squeesome.com

*Premium plugin. Please purchase separately.



04. À LA carte

A potpourri of useful things for your online presence.

From our website maintenance plans to miscellaneous social media sets to media kits, we're here to make your website management easy and deliver a consistent brand experience that fosters recognition and trust. Extras not indicated in our media kit can be quoted on an individual basis.

WEBSITE MAINTENANCE *suite*

- » Website backup
- » Theme & plugin updates
- » WP core update (if available)
- » Database optimization
- » Security monitoring
- » Half hour credit for small tweaks

\$50 /monthly
FREE 1 month
for annual plans

SOCIAL MEDIA *set*

- » Facebook profile image
- » Facebook cover
- » Instagram profile image
- » 5 Instagram highlight icons
- » Twitter or Youtube profile image
- » Twitter or Youtube header

\$100

MEDIA *kit*

- » Your best profile photo
- » A short backgrounder
- » Products/services list
- » Important statistics
- » Client testimonials
- » Contact information

\$150 /page

DON'T SEE WHAT YOU'RE
LOOKING FOR?

EMAIL US!
designs@squeesome.com



05.

SEMI *custom suite*

The fastest way to launch a brand-new website.

Is a completely custom website design not on your budget yet?
Our semi-custom suite is the perfect answer! Let us help you hit the ground running.
Additional website features can be quoted on request.

*coming
soon!*



YOUR INVESTMENT STARTS AT
TBA

1 week process
unlimited availability

FAQ

FREQUENTLY *asked questions*

Inquiries that we get asked a lot about:
from design process to payment methods to website maintenance.
For full FAQs list, please visit <https://squeesome.com/faqs>

01.

What is your payment policy and what are your payment methods?

Currently, we only accept payments through Wise. You will receive a Wise invoice prior to project start: full payment upfront for à la carte options or a 50% initial payment for branding and full suite projects, both non-refundable. The other half of the payment invoice will be sent and should be settled before submission of branding deliverables or website launch.

02.

What if I need help maintaining my website?

We have WordPress maintenance bundles you can choose from: quarterly, semi-annual and yearly plans are available for your convenience. This service includes theme & plugin updates, WordPress version update (if available), database optimization, monthly site backup, security monitoring and monthly half hour credit for small tweaks. Get a free month when you choose the yearly plan!

03.

I don't see what I need on your rate kit. Can you create a custom package for me?

All our services can include whatever you need for your brand and/or website. We always try to accommodate budget and schedule where possible.

QUESTION
NOT ANSWERED HERE?

EMAIL US!
designs@squeesome.com





A strong digital presence can take you places.

But sometimes you need help getting there.

That's why we're here.

READY TO START YOUR PROJECT?

heck yes!

ALRIGHT! PLEASE VISIT

[SQUEESOME.COM/WORK-WITH-US](https://squeesome.com/work-with-us)

TO FILL OUT OUR FORM & REQUEST A CONSULTATION.

