Jasmine Skinner
Web + Graphic Designer

Pricing & Process

What to Expect When Working Together

This guide outlines my services, pricing, and process so you know exactly what to expect from our first conversation through launch and beyond. Every project begins with a **complimentary 30-minute consultation** to understand your goals, clarify scope, and determine the best-fit solution for your website

Hourly Design Rate
$85/hr - For small updates, consulting, or work outside of packages.

Website Packages

Essential — Starter Website - $895

A streamlined option for businesses that need a clean, professional online presence. Self managed website after launch.

- Up to 5 pages
- Template-based design customized to your brand
- Mobile & tablet optimization
- Basic SEO setup
- Contact form
- 1 round of revisions

Timeline: 2–3 weeks*
*Timelines may vary depending on project scope and client responsiveness.

Growth — Website + Support - $2,750 + $150/month retainer

For growing businesses that want thoughtful design, flexibility, and <u>ongoing support without full hands-off maintenance.</u>

- 5–10 pages
- Custom design and layout planning
- CMS setup
- Mobile & tablet optimization
- SEO-friendly structure
- 2 rounds of revisions
- Ongoing support (up to 1 hour/month)

Timeline: 4–6 weeks*
*Timelines may vary depending on project scope and client responsiveness.

Signature — Full-Service Design & Maintenance - $6,500 + $300/month retainer

A high-touch, hands-off experience for established brands. <u>Everything handled for you.</u>

- 10-15 pages
- Fully custom design system
- Conversion-focused layouts
- Advanced styling & interactions
- SEO & performance optimization
- 3+ rounds of revisions
- Priority ongoing support (up to 3 hours/month)

Timeline: 6-10 weeks*
*Timelines may vary depending on project scope and client responsiveness.

Feature	Essential	Growth	Signature
Pages	Up to 5	5–10	10-15
Design Approach	Template-based	Custom	Fully custom
Strategy & Planning	—	✓	✓
Mobile Responsive	✓	✓	✓
CMS	✓	✓	✓
Basic SEO Setup	✓	✓	✓
Advanced SEO & Performance	—	—	✓
Revisions	1 round	2 rounds	3+ rounds
Maintenance Included	—	Shared	Full
Monthly Support	—	1 hr	3 hrs
Retainer Required	—	$150/mo	$300/mo
Best For	Simple sites	Growing businesses	Hands-off brands

Not sure which option is right for you? We'll determine the best fit during your complimentary consultation.

Add-On Services

- **Additional page(s)**: $150-250
- **Logo design**: $599+
- **Brand identity packages**: $2,500–$5,000
- **Website copy writing**: $100 per page
- **Rush delivery:** +25%

Payment & Scheduling

A **25% deposit** is required to secure your project start date.

Remaining balance may be paid: **In one lump sum** or **split into 2–3 monthly payments**

Standard payment cadence
1. 25% deposit to begin
2. 50% due at design approval / midpoint
3. 25% due prior to launch

Monthly payment option
1. 25% deposit to begin
2. Remaining balance split into equal monthly payments
3. Final payment must be completed **before website launch.**

Project timelines begin once the deposit is received and all required content is delivered.

Hosting & Ongoing Costs
Hosting, domain registration, premium plugins, and third-party tools are ongoing costs paid directly by the client. **These may be billed monthly or annually**, depending on the service provider.

Scope of Work

Each package includes the services outlined above. Any work outside the agreed scope will be quoted separately at the hourly rate and approved prior to proceeding.

Revisions

Revisions are defined as refinements to the approved design, not complete redesigns. Additional revisions may be billed at the hourly rate.

Maintenance Retainers

Monthly maintenance retainers require a *<u>**minimum 3-month commitment**</u> and may be canceled with <u>30 days' written notice</u> thereafter.

Launch Requirements

Clients are responsible for maintaining active hosting, domain registration, and third-party services required for website launch and ongoing operation.

Website Maintenance & Support (Standalone Service)

For clients who already have a website and need reliable, ongoing support. Maintenance plans range from $150+/month, depending on site complexity.

Standalone Service Includes:
• Plugin and security updates
• Performance monitoring and backups
• Minor content updates
• Technical support and troubleshooting