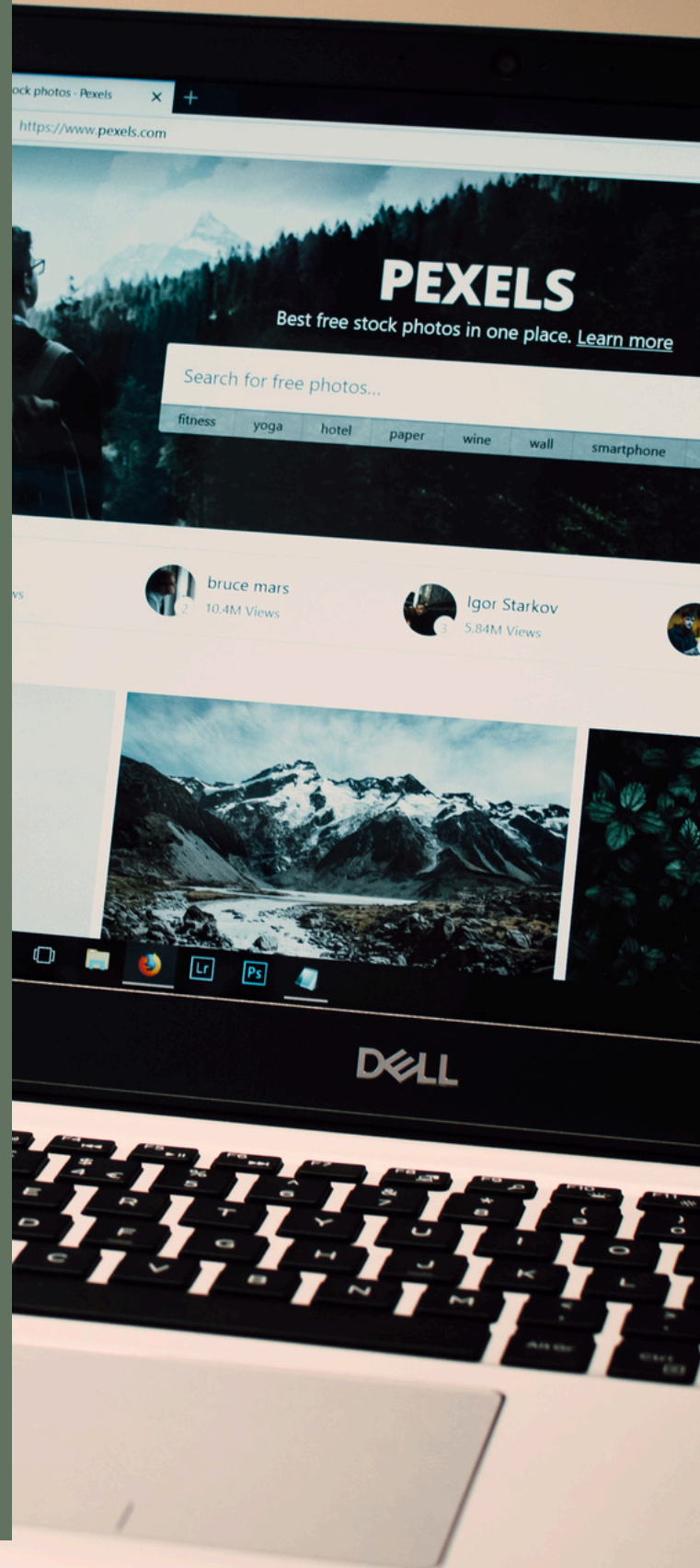


# Your Online Persona Just Got *Better!*

This document was made with you in mind: a business owner, entrepreneur, or coach who needs a new website or to overhaul an existing website.

This *Website Design* booklet dives into the process, timeline, and pricing of a typical project.

Let's jump in!



## Hello and Welcome!

I am absolutely excited and honored to potentially work with you!

You already have a great brand or service, but you are ready to start or redesign your website.

One thing I discovered with websites: the Home and About Us pages must be engaging immediately to attract and retain visitors. These two pages are the most visited pages of a website for any industry. If too bland, you lose the attention of new visitors quickly.

This document was made with you in mind: a business owner, entrepreneur, organization leader, or coach who needs a new website or to improve the design, messaging, or layout of an existing website.

Let's dig into the process of a website design and how it helps you.

To Your Success,

*Maeghan Dos Anjos*

*Copywriter/Designer*



## WHY ME?

I am not your typical writer or designer. For over a decade, I honed my craft as a writer: taking complex information and turning it into a digestible bite, easy to understand and fun to read.

While working on my craft, I discovered a hidden talent: website design. Since then, I created websites for several entities: educational pages for municipalities, scrolling pages for nonprofits, blogs, and even small businesses.

No matter your needs, I can design and write your website in 5 simple steps!

# Website Design: In a Nutshell

## Building Your Online Persona

Wow! Look at you! An inspiring individual looking to grow your online presence by creating or redesigning a website.

But learning how to design a website takes time and skill. Whether you are strapped for time or more of a business owner than an artist, my website design skills will meet you where you need me.

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## Website Design: Deliverables from Start to Finish

Your perfect website is right around the corner! While you are doing non-website stuff, I will work to make an engaging and wonderful website that you and your audience will love! Here is a list of my deliverables:

- Confidence: One Thing off Your Plate
  - Testing Results for Performance
  - Custom Website Design
    - In Your Platform, or
    - SVG file
- 

See samples of my website designs by visiting:  
[www.maeghanwrites.com](http://www.maeghanwrites.com)

## Going Beyond Design

### All Services Offered

A website is not only a way to build credibility and display your digital identity, but when designed and written correctly, it is a *lead generation tool*.

Your name or brand gets out there, allowing you to expand and network.

When you are ready to expand, I also provide content, copywriting, and other design services:

- Business Cards
- Blogs
- Email Campaigns
- Logo
- Newsletters
- Product Descriptions
- Social Media Marketing

For a complete list of my services, please navigate to [“When You’re Ready to Grow.”](#)

# Easy 5 Step Process

## STEP ONE:

### Onboarding

- We chat for 1 Hour on Google Meet
- You fill out a questionnaire
- I submit a Request for Information

## STEP TWO:

### Market Research

- I conduct research for your industry
- You do what you need to focus on

## STEP THREE:

### Colors Galore!

- I review color palettes and font choices that match your preferences from the questionnaire
- I verify my color palette with you, if you wish

## STEP FOUR:

### Design

- I begin designing your website
- I test it for performance and accuracy

## STEP FIVE

### Deliverable

- You get a professionally designed website that meets your industry and brand
- You try it for 30 days, and I will make 1 revision to ensure your website is amazing!

# How Long Does It Take?

Your website is an essential part of your digital presence. It should attract, build trust, and turn visitors into inquiries. Whether you're just getting started or ready to grow, your website will be designed with strategy, clarity, and conversion in mind. This allows you to have a fully functioning website at your fingertips. That stated, this is generally how a website design project starts and finishes.

**PROJECT START DATE:**      in 1-3 weeks from deposit

**PROJECT END DATE:**      A few weeks after the start date

What I Work On	When is It Finished?
Market Reserach	3 Business Days
Color Schemes and Font Types	1 Business Day
Copywriting	5 Business Days
Image Use and Integration	5 Business Days
Speed Testing	1 Business Day
Link and Form Testing	1 Business Day

To begin your project, I require a 40% deposit upon booking. The remaining amount will be billed in 3 or 4-monthly increments. If preferred, we can stretch your total amount into longer monthly payments. Need another adjustment? Just let me know!

## WEBSITE DESIGN PRICING

Website Type	What It Contains	Price
<p><b><u>Starter One-Page Website</u></b> Perfect for New Businesses</p>	<ul style="list-style-type: none"> <li>• Home</li> <li>• About Us</li> <li>• Services/Products</li> <li>• Lead Capture Contact Page</li> </ul>	\$950-\$1200
<p><b><u>Business Website</u></b> Showcase Your Services</p>	<ul style="list-style-type: none"> <li>• Home</li> <li>• About Us</li> <li>• Services/Products</li> <li>• Testimonials</li> <li>• Lead Capture Contact Page</li> <li>• Legals</li> </ul>	\$1,800- \$2,200
<p><b><u>Growth Website</u></b> Designed for Conversions</p>	<ul style="list-style-type: none"> <li>• Home</li> <li>• About Us</li> <li>• Services/Products</li> <li>• Testimonials</li> <li>• Contact (with form)</li> <li>• Payments/Invoice Processing</li> <li>• Legals</li> </ul>	\$2,800- \$3,500
<b>ADD-ONS</b>	<ul style="list-style-type: none"> <li>• Copywriting</li> <li>• Additional Pages</li> <li>• On-Page SEO</li> </ul>	<ul style="list-style-type: none"> <li>• \$150-300/pkg</li> <li>• \$100/page</li> <li>• \$300-500/pkg</li> </ul>

## FULL WRITING SERVICES

Item Description	Price
Article for Blog	\$300 (up to 1,000 words)
Social Media Marketing	\$100/post
Newsletters	\$400 (up to 1,000 words)
Website Copy and Design	Starting at \$1,000
Splash Screens	\$500
Product Descriptions	\$450 (5-10 descriptions)

## FULL DESIGN SERVICES

Item Description	Price
Business Logo	\$150
Business Cards	\$80
Infographics	\$200 (Simple, 1 Page) \$400 (up to 5 pages)
Company Documents/Flyers	Starting at \$400

When you are ready to grow your brand, I will be right there with you, guiding you through the process!

# When You're Ready to Grow

## COURSE PRICING

Looking to start a course, or interested in the transparent pricing table? Look no further (other than the tables below and the next page...).

Item Description	Price
Webinar Invite Sequence	\$1,000
Webinar Show Up Sequence	\$900
Promo Sequence	\$2,500
Sales Page	\$3,000
Welcome Sequence	\$1,500
7 Day Evergreen Funnel	\$3,500
5 Day Evergreen	\$3,000
3 Day Evergreen Funnel	\$2,500
3 Day Flash Sale with Teasers	\$1,750
5 Day Flash Sale with Teasers	\$2,000
Video Scripts	<a href="#">Request A Quote</a>
Email Marketing	\$1,500 (5-8 emails Nurturing Sequence)

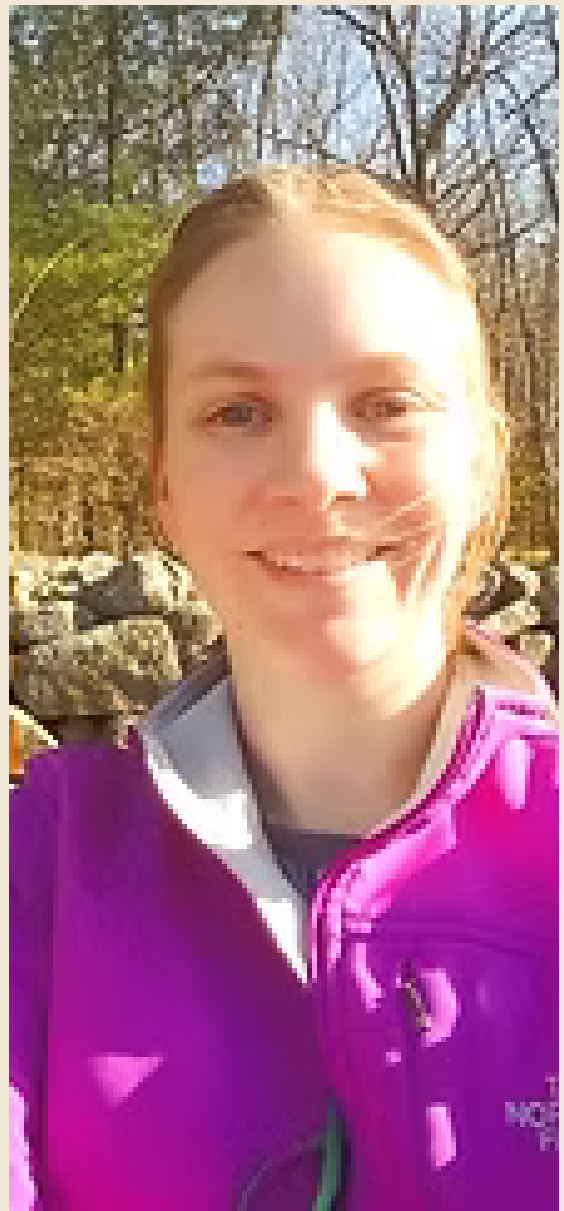
# Why Work With Me? *A Former Municipal Officer*

## NOT YOUR TYPICAL DESIGNER...

Every person and brand has a story, and I am no different!

Granted, the minor details may differ from your journey, but underneath it all, I understand how life and business work:

- My current season is a mother of two wonderful children under 4. I completely understand the commitment it takes to be a mompreneur!
- For more than a decade, I worked as an environmental municipal officer. My communication skills were necessary to get voters to the polls for environmental regulations. I generated more than \$1M in revenue, which is still accruing today. The landing pages I made are still in effect.
- More recently, I spent time learning and writing copy after completing my training with a copywriter who has generated more than \$1M in revenue and continues to hold top-tier clients (Adidas and Keurig, to name a few).
- Since freelancing, I am not afraid to admit that I scan and read every billboard, flyer, business sign, and kiosk, and think of a way to make it better.
- I am a little afraid to admit that, despite our digital world, I still use a pen and paper for brainstorming and sketching.



## TESTIMONIALS

If you need pamphlets [ads] or logos for your business, call Maeghan Dos Anjos.

She rocks at everything she does.

I highly recommend her."

PAMELA SOUSA  
*Owner, Shine and Clean Perfection*

"Working with Maeghan Dos Anjos on our website was an absolute pleasure from start to finish. She was incredibly easy to talk to, approachable, and truly knowledgeable in her craft. From our very first conversation, she made the entire process feel smooth and manageable.

Maeghan was reliable and delivered everything on time, no delays, no confusion. What she promised, she delivered, and honestly, she went above and beyond our expectations. She took the time to walk us through every step, making sure we understood the process, and consistently kept us updated through email so we always felt informed and supported.

We are especially grateful for the spirit of collaboration she brought to this project. It never felt transactional; it felt like a true partnership. When she kindly asked to feature our website in her portfolio, it was an easy yes for us.

As an organization that believes deeply in supporting small businesses and women-owned businesses, we are proud to uplift Maeghan and her work. We wish her continued success and look forward to future collaborations.

We highly recommend her to anyone looking for a skilled, dependable, and thoughtful creative partner."

MIRLESNA AZOR-STERLIN  
*Co-Founder & Chair, Haitians of The Triangle*

# Let's Improve Your Website *Together*

## READY FOR AN AMAZING WEBSITE? SO AM I!

If you read the entire booklet, and you are ready to start your website audit, **then the next step** is to [book a discovery call](#).

On the call, we will go over any questions you may have, the process, and work out the details for your project and goals.

If you have a few quick questions, I would be more than happy to answer them through a phone call or email.



774-423-7973



[maeghan.dosanjos@gmail.com](mailto:maeghan.dosanjos@gmail.com)



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

