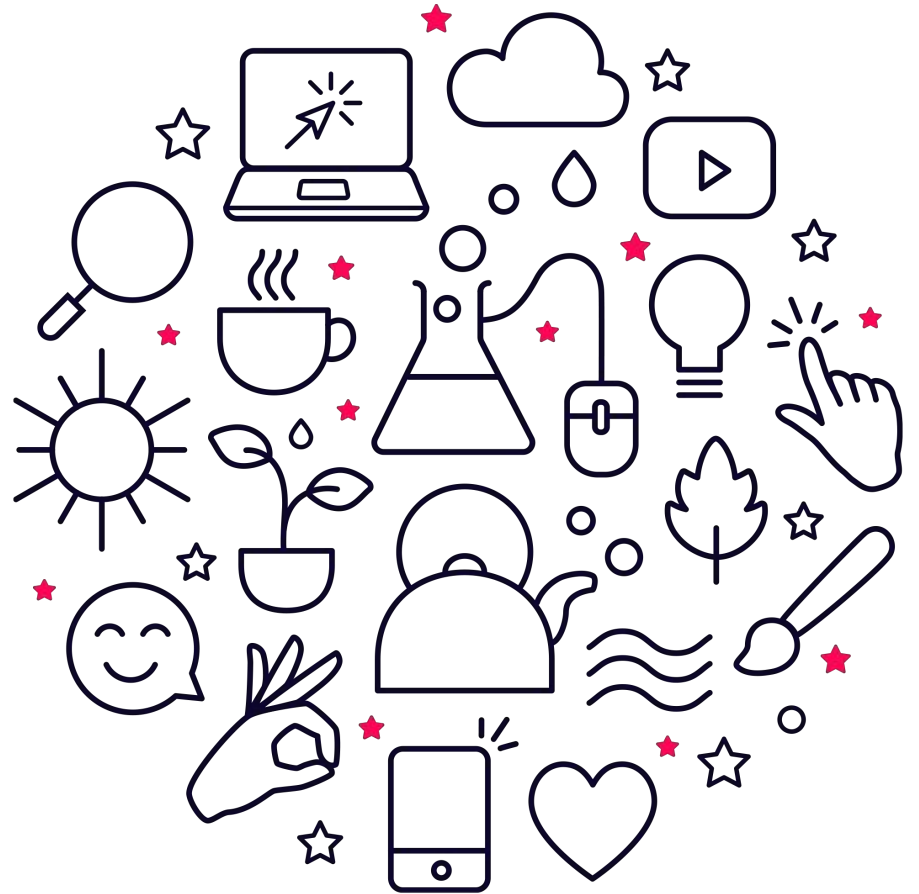


## Price Guide

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WEB★ALCHEMY



# Price Guide for Website Builds

I'm often asked how much I charge for a website build, and the quick answer is that it depends on what you need!

But that's not what you're here for, right? You'd like a rough idea, so you know what to budget for.

The main issue to consider is what do you need from your website? Why do you need an online presence?

- For people to find you
- For online sales, memberships or subscriptions
- Will all your business go through your site?

This guide gives an indication of prices for different website ambitions. Have a look through, and hopefully not only will you get an idea of budget needed, but you'll also have a much clearer idea of what a great website can do for you.

Every website I create is unique, and I price accordingly. Do get in touch so I can create a bespoke quote for you.

Enjoy!

**Helen**

# Our solution



## **Strong online presence**

We solidify your online presence by designing a site that's trustworthy, warm and personable.



## **Flexible structure**

We make websites that are easy to configure, using Wordpress, to allow your website to evolve over time.



## **Efficient processes**

We improve the user experience, saving you time and money by automating your booking processes.



## **Track progress**

We connect the dots across your customers' purchase journeys so you can optimise conversion and make more sales.

# What makes us different?

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## **We truly engage with our clients**

Our starting point for all clients is to get to know them and their business



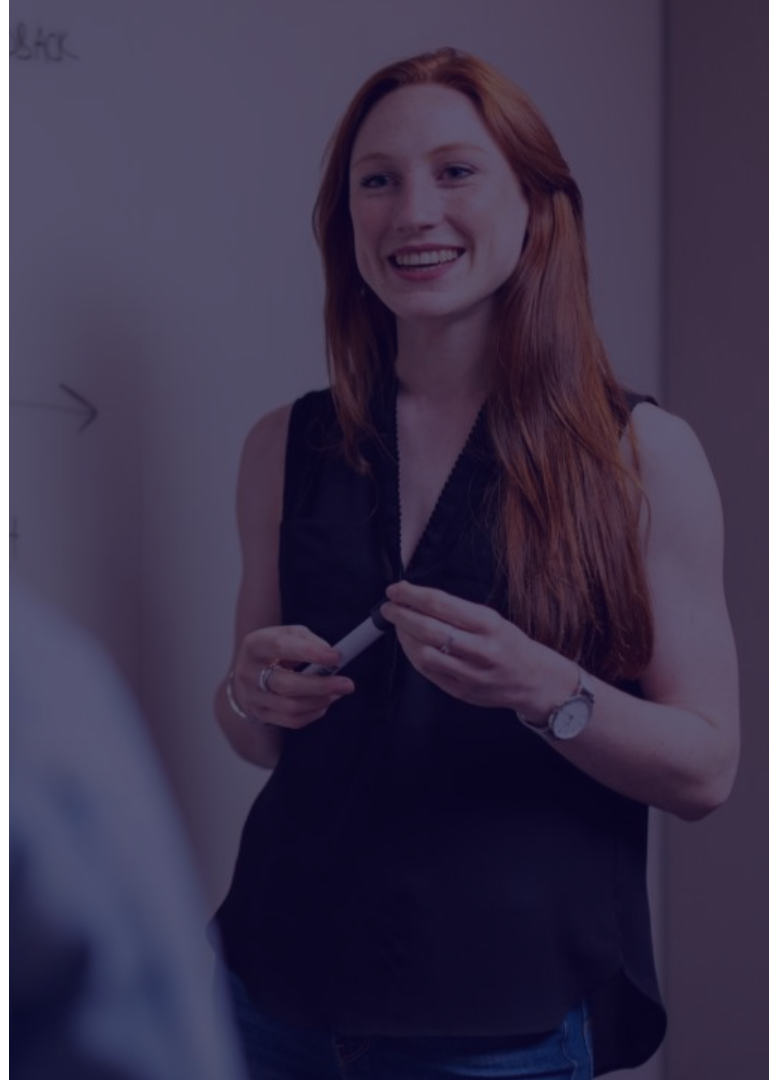
## **We go into detail**

We work together to develop an understanding of what your clients are after, who they are and what their pain points are. Essentially, it's user focused design.



## **We make websites that work for your business**

Our job is to help you find this information and make it work for you, your business and your clients. For clients with monthly care plans, it means we go beyond the techy stuff to understand their business.



# The journey

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## Learn

We learn about your customers and business needs.

## Build

We build your new website with the content you've provided.

## Deliver

We deliver to you, your new, fully-optimised website.



## Design

We build a site-map and high-impact mock-ups.

## Optimise

We listen to your feedback to perfect the web build.

## Launch

We work together to launch your wonderful new website, and you'll see the magic in your business

# Case study

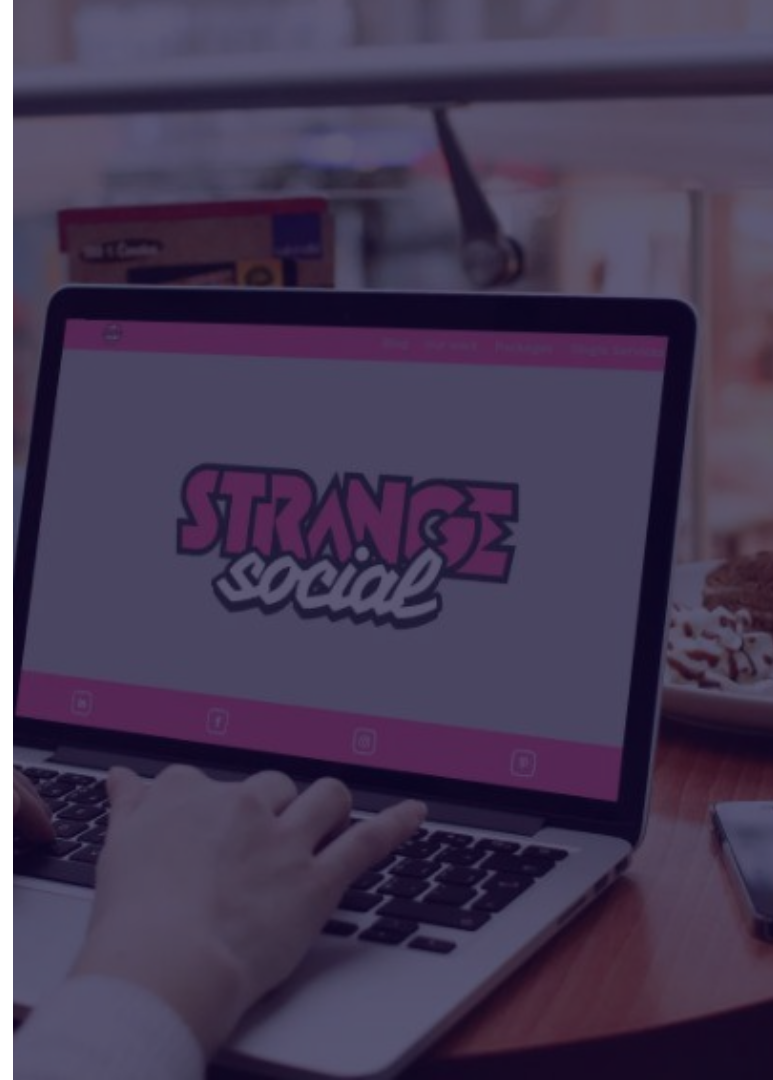
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## Strange Social Social Media Company

“ *From the outset she took measures to understand my needs thoroughly and kept me updated with her progress every step of the way* ”

### Services provided

We provided a full website build, including digital download shop, blogs, contact form, and full SEO.



# Case study

Milly Roberts  
Personal Trainer

“ Her ideas and skills have benefited my site and business as I now have more time to invest elsewhere. Having made the decision to involve you more intricately in my business, I literally feel like anything is possible! ”



**Locked in business** with automated booking system, avoiding last-minute cancellations and varying class sizes



**Saved time** in business management with automated bookings, no overbooked classes



**100% payments tracked and made on time** with banking automation, avoiding manual payment set-ups and cash payments

## Services provided

We transformed her existing website into a professional online presence. We automated her bookings and payment process.

# What can you expect?

**Timeline: 4-8 weeks**

## **A beautiful website**

Consistent branding that matches your business

## **SEO optimised**

We cover essential SEO optimisation to boost your site rankings.

## **Launch support**

We accommodate site changes for the first month after launch.

## **Brilliant functionality**

What does your business need? Booking service, membership site, downloads?

## **Designed with your clients in mind**

Otherwise known as user-centered design, your website will be easy to use

## **Copy that converts**

We can transform your boring and technical copy into copy that converts.

## **e-commerce**

We can take e-commerce to the next level. Expect a tailored shop to your business

## **Technical set up**

1 year hosting  
3 email accounts  
Holding page  
Privacy page & contact form  
Fast & secure site



**From £1,800**



# Monthly care plans



## Site maintenance

Our monthly care packages take care of technical site maintenance and optimisation.



With a functional, updated and optimised site, you'll have peace of mind and more time to focus on your business.

## Our packages include:

- Regular theme and plug-in updates
- Backups
- Security checks
- Speed optimisation
- Monthly reports and analytics

Starting from

**£40**p/m

# What our clients say

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*“ Helen has made setting up my website seem completely effortless and stress-free! I couldn't be happier with my website, it's already proved to bring in new clients and sales within two weeks of going live! ”*

*Faye Strange - Strange Social*

*“ I was very impressed with my website. Helen made sure I had my input and that I was happy throughout the whole process. It is good value for money and very professional. ”*

*Neil Fullbrook - Prosper business finance*

*“ Helen took a few of my ideas and turned them into a fantastic website that suits me, my style and my work. She's easy to work with, patient and knowledgeable. ”*

*Janine Howe - Bourne to Achieve*

# Why Web Alchemy?

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Web Alchemy is led by experienced web designer Helen Diplock.

Helen is passionate about creating personal sites that are tailored to your needs, designed and built from scratch just for you.

By taking time to really understand the business, she connects the dots across your customers' journeys to improve their experience across the board.

The result? **A high impact website that truly speaks your customers and boosts your business.**

Clients include

