



Sam Duncan

WordPress Expert. Graphic Designer. The Tech Savvy Coach

Propelling coaches and wellness professionals towards online greatness through digital design and development. Specializing in effective and attractive website design and development in WordPress and tutoring through guided video courses.

Get in touch // sam@theelementofdesign.com

Free Consultation // meetme.so/theelementofdesign

Let's work together:

WordPress Website Design + Development:

Up and Running Fast Template Website Package • One Page Website Package
Custom Made, Just For Your From Scratch Website Package

Promotional Design + Marketing Packages:

Lead Pages • Sales Pages • Webinar Signup Pages • Social Media Profile Setup/Design
Mailchimp Email Marketing Campaign Setup • Mailchimp Automation Series

Take your website to the next level:

SEO Essentials Package • Website Security Package • Done-for-You Website Updates
Membership Platform • Online Store Platform • Affiliate Platform

See pricing on the following pages.

Template Website Package:

- 1) **Project planning, content mapping, and mood boarding to create your website brand and effective user experience oriented website.**
- 2) **Template WordPress layout design + Development**
 - Choose from our library of premade website themes
 - Fully personalized with your colors, fonts, and content
 - Mobile-ready and tested for compatibility across devices
- 3) **Homepage + 8 additional webpages**
 - About page
 - Work With Me or Services page
 - Testimonials page
 - Lead page - OR - Sales page
 - Contact page
 - Blog page with up to 5 posts added
 - Up to 3 Legal pages (disclaimer, terms + conditions, privacy policy)
- 4) **Premium Plugin Essentials Package**
 - Email capture form
 - Contact form
 - Social media icon integration
 - Social media feeds integration
 - Online scheduler integration
 - Online payments (up to 3)
- 5) **Boost with EXTRAS Package (choice of 2 listed options)**
 - Slideshow with 3 slides
 - Popup email capture form
 - Popup bar call-to-action
 - Facebook business page graphics
- 6) **SEO Essentials Package**
 - Google Analytics setup + connect to website
 - SEO optimization for homepage
 - Sitemap XML for search engines to find you easier
 - Video tutorial to apply SEO to internal pages
- 7) **30-day security package**
 - Full website backups
 - Core WordPress + Plugin updates
 - Malware scanning + spam blocker

.....Package Starts at \$1,997 USD

Custom, Made Just For You From Scratch Website Package:

- 1) **Project planning, content mapping, and mood boarding to create your website brand and user experience.**
- 2) **Custom WordPress layout design + Development**
 - Fully custom, made from scratch design unique to your business
 - WordPress template built from scratch to bring your design to life
 - Mobile-ready and tested for compatibility across devices
- 3) **Homepage + 8 additional webpages**
 - About page
 - Work With Me or Services page
 - Testimonials page
 - Lead page - OR - Sales page
 - Contact page
 - Blog page with up to 5 posts added
 - Up to 3 Legal pages (disclaimer, terms + conditions, privacy policy)
- 4) **Premium Plugin Essentials Package**
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 - Contact form
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- 6) **SEO Essentials Package**
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 - SEO optimization for homepage
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- 7) **30-day security package**
 - Full website backups
 - Core WordPress + Plugin updates
 - Malware scanning + spam blocker

.....Package Starts at \$2,997 USD

Sales/Lead Page Design + Development

- 1) **Brand extension into an attractive, result oriented sales page**
 - Showcase and sell your product or service.
 - Get subscribers/bookings to your breakthrough session, challenge, free offer, webinar, etc.

- 2) **Professional, mobile-friendly development using:**
 - Visual Composer, ClickFunnels, LeadPages, OptimizePress
 - Connect to your PayPal merchant
 - Connect to your email marketing service

- 3) **Includes 3 pages in total:**
 - Initial sales page
 - Please confirm subscription/booking page
 - Thank you, next steps page

- 4) **Dynamic page design, includes the following graphics:**
 - Banner design with up to 3 rounds of edits
 - Call to action button design

.....\$300.00 USD

Monthly Done-For-You Website Edits

- General page updates
- Add/remove pages
- Add new blog posts
- Minor theme changes
- Minor bug fixes

.....\$65.00/hr USD

SEO Essentials Package

- Google Analytics setup + connect to website
- SEO optimization for homepage
- Sitemap XML for search engines to find you easier
- Video tutorial to apply SEO to internal pages

.....\$197.00 USD

Weekly Website Security Package

- Daily Full Website Backups
- Weekly Core WordPress + Plugin Updates
- Daily Malware Scanning + Spam Blocker

.....\$29.00/mo USD

Membership Platform Configuration

- Brainstorm your user's experience + Membership Guide
- Setup + configure your membership plugin
- Integrate with your online payments and email campaign service

.....Starting at \$497.00 USD

Online Store Platform Configuration

- Brainstorm your user's experience
- Setup + configure your store plugin
- Integrate with your merchant and email campaign service
- Store Page and product page designs

.....Starting at \$297.00 USD

Affiliate Platform Configuration

- Brainstorm your affiliate user's experience
- Setup + configure your affiliate plugin
- Integrate with your online payments and email campaign service
- Affiliate promotional graphics

.....Starting at \$197.00 USD

Contact me for a custom quote:

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