



**We create beautiful websites
that work for you!**

www.sweetboutiquedesign.com

A vertical bar on the right side of the page, featuring diagonal stripes in shades of green, blue, orange, and yellow.

Schedule Now!

DO YOU NEED A NEW ONLINE SHOP? A NEW BLOG?
AN INFORMATIONAL WEBSITE?

What can we do for you? Facebook landing pages, logo design and business branding, all sorts of custom coding, advanced ecommerce shops and beginner shops, product upload, image enhancements, print design, package design and more! We also design and print custom couture letterpress paper goods!

Email Us at info@sweetboutiquedesign.com

Availability is limited. Please schedule now for Spring/Summer 2012

DESIGN PACKAGES DESCRIPTION

Pro Ecommerce	Sell online with PrestaShop and its advanced features! (Other advanced carts are available, please contact us for more info)	\$3200 +
Beginner Shops	Sell online with an easy, beginner full site catalog system (Pear Cart, Merchant Moms, Shoppe Pro, etc.)	\$2200 +
Pro Blog	Just need a blog for your business or personal site? We love WordPress you will too!	\$1850 +
Informational Website	Promote your business or product with an easy-to-use Content Management System driven site.	*quote only

EXTRAS AVAILABLE - A la Carte Pricing

Homepage Slider	jQuery or Flash slider to display your products or images on your homepage	*quote only
Image Gallery	jQuery or Flash gallery installed on your site to display your product images or promote your business	*quote only
Flash Slideshow	Add a Flash Slideshow to your homepage that is custom designed to match your site	*quote only
Product Upload	We will upload your products for you! You provide photo, descriptions, pricing, variables. You must be a current client with us to order product upload. We can generally upload 15-20 products per hour.	\$65/hr
Image Enhancement/Re-touching	Remove backgrounds of photos, resize, sharpen, etc.	\$65/hr
Custom Illustrations	We draw characters, animals and more! Rates are by quote only & is based on type of work commissioned.	*quote only
Logo Branding	Includes 3 versions, 10 revisions and style guidelines	\$599
Add Pro Ecommerce	Add a Pro Ecommerce shop to an existing website *current clients only	*quote only
Add Beginner Shop	Add a Beginner Shop to an existing website *current clients only	*quote only
Add a Blog	Add a WordPress Blog to an existing website *current clients only	*quote only
Transfer Database	Transfer your site to a new hosting company - we'll backup and transfer your existing site *restrictions apply	*quote only
Website Maintenance we offer custom discounted monthly plans based on your website needs.	We will make basic changes to your website including: editing text content, marketing, consulting, adding or removing photos/images, adding links, email addresses, simple layout changes that don't require graphics changes, product upload, and graphics for website (collages, category headers, website banners, .pdf's). What is not included? New design such as new graphics, buttons, site reconstruction, or new template design. *current clients only	\$65/hr

GRAPHIC DESIGN	DESCRIPTION	*Printing Not Included unless otherwise stated
Business Card	Approx. size 3.5 x 2" in full color front and back side (standard business card size). 250 cards included.	\$150
Post Card	Front and back full color design (A5 or A6) includes 2 versions, 5 revisions. 100 cards included.	\$175
Brochure	Half-fold, tri-fold or quad-fold brochure (custom sizes), 2 versions, 5 revisions. 50 brochures included.	*quote only
Flyers	Single-sided Flyer (A4 or A5), includes 2 versions, 5 revisions. 100 Flyers included.	*quote only
Stationery Pack	Letterhead, Envelope Design, Business Card and includes 2 versions, 5 revisions.	\$350
Business Pack	If we designed your logo get 3 print design products for \$150 (choose 3: business card, post card, letterhead, envelope, label or gift tag) includes 2 versions, 5 revisions. *current clients only	\$150
Posters	Single-sided (A3), includes 2 versions, 5 revisions.	*quote only
Gift Voucher Design	Gift voucher design (up to 3 amounts, ie: \$25, \$50, \$100).	*quote only
Clothing Label	Custom clothing label size: custom and includes 2 versions, 5 revisions.	*quote only
Clothing Care Instructions	Custom size care instructions (goes with clothing label) and includes 2 versions, 5 revisions.	*quote only
Illustrated Product Instructions	Pricing is based on project commissioned by client and includes 2 versions, 6 revisions.	*quote only
Package Design	Custom size/shape, 4 sides of box and top/bottom, includes 2 versions, 5 revisions.	\$550+
Hang Tags	Custom size based on client needs. Handmade tags available, includes 2 versions, 5 revisions.	*quote only
Magazine Ads	1/8 page, 1/4 page, Half Page, Full Page and Double page spread available. Pricing starts at 1/8 page.	\$150+
Signs and Banners	Custom sizing and includes 2 versions, 5 revisions	\$150+
Labels and Stickers	Custom sizing, round, square, oval, includes 2 versions and 5 revisions	\$65+
Custom Size	We can design almost any size print or promo material you need.	*quote only
Catalog Design	Custom printed and .pdf catalogs can be design to sell your products or promote your business. Pricing starts at \$150 per page and varies based on layouts needed.	*quote only

SITE FEATURES	DESCRIPTION	Pro Ecommerce	Beginner Shops	Blog Pro	Informational Site
Custom Homepage	Designed with your content (text) and images in mind for the best impact for visitors.	✓	✓	✓	✓
About Us Page	Text page about you or your company (can include a photo).	✓	✓	✓	✓
Contact Us Page	Text page that includes a comment form.	✓	✓	✓	✓
Other site pages	Create as many pages as you want and add text and images.	✓	✓	✓	✓
Online Shop	Sell online with your website.	✓	✓	✗	✗
Product Details Page	Large product image with customizable features (dropdown menus, check boxes, color, etc.) that are associated with the product.	✓	✓	✗	✗
Catalog Pages	Text page with product images linking to single product pages.	✓	✓	✗	✗
Favicon	Small icon in web browser bar that matches your logo.	✓	✓	✓	✓
Coming Soon Page/Splash Page	Custom coming soon page while your site is being developed.	✓	✓	✓	✓
SEO Optimized	Type your own Meta Tag, Keywords and Description with SEO friendly URL's on each page of the site.	✓	✓	✓	✓
Matching WordPress Blog	Link your Wordpress blog within your site's pages to blend in with your site.	✓	✗	✓	✓
Modules and plugins	Upload and install modules and plugins to increase the functionality of your site.	✓	✗	✓	✓
Database Backup	Backup website and products in the event of data loss. Before we launch your site, we will back everything up. You're responsible for future backups.	✓	✓	✓	✓
Flash	Flash logo, navigation, rotating images, etc. must be quoted per project. Complete Flash website by quote only.				
Newsletter Signup	Signup box on your site linking to your email newsletter client.	✓	✓	✓	✓
Social Media Integration	Facebook and Twitter integration (like boxes, share, tweet, retweet, etc.)	✓	✓	✓	✓
Social Media Icons	Social Media icons linked to your Facebook, Twitter, LinkedIn accounts, etc.	✓	✓	✓	✓
Payment Processors	We'll set up PayPal, PayPal Website Payments Pro, Google Checkout, Authorize.net, Mal's and more. Some payment processors might not work with Prestashop.	✓	✗	✗	✗
Shipping and Tax Variables	We'll set up your shipping and tax variables (you're responsible for knowing your state's tax laws and providing us with your shipping rates and carrier of choice).	✓	✗	✗	✗

SHOPPING PAGES

DESCRIPTION

Pro Ecommerce

Beginner Shops

Blog Pro

Informational Site

Shop by Price	Drop down box that lets you sort products by price	✓	✓	✗	✗
Shop by sorted products	Drop down box that lets you sort product by lowest or highest price or by a to z	✓	✗	✗	✗
Manufacturers, brands management	Add manufacuters with logo and place products in a manufacturers category	✓	✗	✗	✗
Printable products pages	Adds link to print product page	✓	✗	✗	✗
Unlimited categories/subcategories	Sell online with your website	✓	✓	✗	✗
Product Pictures	Up to 3 Product Pictures with no zoom.	✓	✓	✗	✗
Multiple pictures per product	Unlimited product pictures.	✓	✗	✗	✗
Multiple Images/Other Views	Zoom & thickbox on products pictures.	✓	✗	✗	✗
Watermark on products pictures	Generate a watermark on product pictures.	✓	✗	✗	✗
Customers' comments on products	Customers can log in and leave moderated comments on individual products.	✓	✗	✗	✗
Wishlist	Allows customers to create wishlists. Can be sent to friends.	✓	✓	✗	✗
Gift Certificates/Coupons	Ability to set up coupon codes and automated gift certificates	✓	✓	✗	✗
Cross Sell - "You may also like"	Associate items in similar categories on the product page	✓	✓	✗	✗
Email a Friend	Sending a product link to a friend via email on the website using a form.	✓	✓	✗	✗
Real Time Shipping Quotes	USPS quotes on product page based on product price/locations.	✓	✗	✗	✗
Gift Wrap	Allows customers to order gift wrapping for their purchase.	✓	✗	✗	✗
My Account/Login/Logout (link)	Displays a page that gives customers options to update their address and manage their ordes history. Details appear automatically when logged in.	✓	✗	✗	✗
Retailer (Buyer) Login	Login for retailers that displays wholesale pricing on products.	✓	✗	✗	✗
Downloadable products (MP3, PDF...)	Sell unlimited products for download like PDF files, MP3s, Patterns, Graphics, etc.	✓	✗	✗	✗

ADMIN FEATURES	DESCRIPTION	Pro Ecommerce	Beginner Shops	Blog Pro	Informational Site
HTML editors	All pages on site have WYSIWYG editors.	✓	✓	✓	✓
Website Stats	See who's on your site, visitor reports and referring links in administration	✓	✗	✓	✓
Google analytics module	Add your own Google Analytics code easily in administration	✓	✗	✓	✓
Multiple Admins	Add as many admins with multiple users management, and permissions (ACL)	✓	✗	✓	✓
SSL compatibility	Different types of SSL certificates are available based on your site needs.	✓	✗	✗	✗
Maintenance mode	Press of a button puts your site in maintenance mode.	✓	✗	✓	✓
Bulk lister	Import .CSV files	✓	✗	✗	✗
Bulk lister	Export .CSV files	✓	✗	✗	✗

There are so many features available for the administration area and other site features of Prestashop, WordPress and other carts we work with, it's impossible to list them all here with comparisons.

Please contact us for the full list of features for our Pro Ecommerce and Beginner Shops sites.

Listed below is what's included in each package. Any extras beyond what's listed will change the package price.

Pro Ecommerce - \$3200 +

- Logo Branding
- Custom Layout and Design
- 2 Custom Illustrations/Mascots
- Favicon
- Easy to use CMS (Content Management System)
- Customer Account Area
- Newsletter Sign-up
- Facebook and Twitter Integration
- Custom backend module setup and integration. (customer referral program, rewards program, etc.)
- Set up of pages and category names a (you provide names)
- Adding of Content to 10 pages (About Us, Home, FAQ, etc. - you provide content)
- Contact Form
- Shipping setup
- Tax variables setup
- Payment Processor Setup
- Product upload of up to 50 products. (you provide product descriptions, pricing, inventory levels, etc.)
- Matching Blog integrated in site
- Basic
- Tutorial guide
- Basic SEO (Meta Title, Description, Keywords)

Ongoing Website Maintenance \$75/ hr

Beginner Shops - \$2200 +

- Logo Branding
- Custom Layout and Design
- Favicon
- 1 Custom Illustration/Mascot
- Easy to use CMS (Content Management System)
- Newsletter Sign-up
- Facebook and Twitter Integration
- Set up of pages and category names a (you provide names)
- Adding of Content to 5 pages (About Us, Home, FAQ, etc. - you provide content)
- Mal's setup
- Product upload of up to 20 products. (you provide product descriptions, pricing, inventory levels, etc.)
- Setup of all category names (you provide category names)
- Tutorial Guide
- Basic SEO (Meta Title, Description, Keywords)

Ongoing Website Maintenance \$75/ hr

Pro Blog - \$1850 +

- Logo Branding
- Custom Layout and Design
- Favicon
- 1 Custom Illustration/Mascot
- Custom post styling
- Installation and setup of up to 10 WordPress plugins based on blogging needs
- Newsletter Sign-up or Feedburner Singup added
- Facebook and Twitter Integration
- Adding of Content to 3 pages (About Us, Home, etc. - you provide content)
- Set up category names for posts (you provide category names)
- Adding up to 5 Blog posts to get you started (you provide post content /images)
- Advertising banners (square and rectangle or custom)
- Basic SEO (Meta Title, Description, Keywords)

Ongoing Website Maintenance \$75/ hr

Informational Site - \$1250 +

- Logo Branding
- Custom Layout and Design
- Favicon
- 1 Custom Illustration/Mascot
- Easy to use CMS (Content Management System)
- Custom Flash gallery or homepage slider
- Custom navigation
- Newsletter Sign-up
- Facebook and Twitter Integration
- Set up of pages
- Adding of Content to 10 pages (About Us, Home, etc. - you provide content).
- Contact Form
- Basic SEO (Meta Title, Description, Keywords)

Ongoing Website Maintenance \$75/ hr

Next Steps to Take:

1. Choose your package
2. Schedule your start date
3. Review our terms and contract
4. Place a 50% deposit on your design package (any project under \$600 is to be paid in full). A deposit of at least 33% is required for our Pro Ecommerce package.
5. You will be given a login for our client project management area and billing area
6. The design process begins
7. Be available for collaborating on your project

Call or email to schedule your custom design:

steph@sweetboutiquedesign.com

517-376-6119 (office)

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