



made.by
 design co

Information Pack





Hello & Welcome

Made By Design Co is based in the beautiful city of Cairns in Far North Queensland, Australia. Extending our services to Australia and beyond.

Our purpose is to take the vision you have for your small business and turn it into a beautiful web presence. Creating stunning websites that work across all devices, to help you achieve consistent branding and stand out from the crowd with a unique logo.

Each project is taken on with the aim to help you, my customer, succeed in helping your dream thrive. We look forward to working with you.

Let's find out how we can help you.

Get in contact



Email

hello@madebydesignco.com



Website

www.madebydesignco.com

Let's Connect



Instagram

@madeby.designco



Facebook

@madebydesignco



Pinterest

@madebydesignco



LinkedIn

@madebydesignco



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Web design

We have three affordable packages designed to suit everyone

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The Go-Getter

Perfect for small businesses who don't have a web presence/website and are wanting to start getting their name out there but are on a limited budget then the Go-Getter website is perfect for you.

Project Duration

1 – 2 weeks

Investment starting from

\$500

Examples

<https://www.dedepaige.art/>

<https://www.twinturbocleaning.com.au/>

Includes

Basic website layout

Mobile friendly*

4/5 pages

Free stock images

Google forms contact form.

Low cost options

Social page linking

On page SEO

Client managed site

Using Google Sites

*mobile friendly sites achieve consistency across different devices, but you cannot add sophisticated features and functionality.



WEB DESIGN

The Ground Breaker

The Ground-breaker website package is perfect for the small businesses who are ready to show their business' personality, reach more customers and have a high google ranking. User experience is at the forefront of our focus.

Project Duration

3 – 4 weeks

Investment starting from

\$1500

Examples

<https://www.madebydesignco.com>

<https://www.swiftcleaning.com.au>

Includes

Customisable template based site

Fully responsive*

4/5 pages

Free stock images

Contact form

Social page linking

SEO

Client managed site

Using Webflow or preferred site builder

*responsive sites allow for unique functionality across devices, making it superior for the user experience

The Hustler

Perfect for those small businesses who mean business!

The Hustler website package is the way to go if you want something completely unique to your business!

Share your dream and we will create it for you!

User experience is at the forefront of our focus.

Project Duration

4 – 6 weeks

Investment starting from

\$2500

Includes

No template used, built from the ground up

Fully responsive*

4/5 pages

Free stock images

Contact form

Social page linking

SEO

Client managed site

Using Webflow or preferred site builder

*responsive sites allow for unique functionality across devices, making it superior for the user experience



Web design Extra Services

Prices Vary

- o Extra pages
- o Copy writing
- o Domain & Host linking
- o Blogging functionality
- o Personalised artwork
- o Page loading speed optimization
- o Icon creation
- o One page site
- o Document creation
- o Ecommerce using Shopify

Web design terms & conditions

- o Price does not include hosting fee
- o Price does not include purchase of custom domain name
- o You must have all agreed upon site content (*a domain name, all logo files, brand colors, site copy [text], hi-resolution digital photos*) ready to go by our agreed upon by deadline, failure to do so may result in a fee and/or rescheduling your project



The Trailblazer

The Trailblazer package is perfect for business owners who are just getting started and want to put their best foot forward or existing owners who feel they need to hit refresh on their image. A branding package gives your business a complete identity and personality and the items you will need to go forward.

Project Duration

2 - 3 weeks

Investment starting from

\$500

Includes

In depth questionnaire

Consult

Brand identity

Colour palettes

Fonts

Style guide

Logo



The Visionary

If you are just starting out in your business or wanting to reimagine your existing brand, we recommend upgrading your Trailblazer packing to include everything you need to get started in the digital world!

Project Duration

4 – 6 weeks

Investment starting from

\$1000

Includes

In depth questionnaire

Consult

Brand identity

Colour palettes

Fonts

Style guide

Logo

Web Design from one of our packages

Social Media account creation

Branding Extras

- Business card design
- Loyalty card design
- Voucher/ gift certificate design
- Brochure design
- Flyer design
- Menu design
- Label & sticker design
- Custom illustrations
- Custom Instagram highlight
- Unique logo design
- Template based logo design

You can add these services to your branding package or inquire about them as their own service

Google Expert

SEO, CPM, CPC, SMM, SEM, KPI, aida funnel, 6 stage funnel, persona, analytics, retention, conversion ...

Is this just a bunch of acronyms and words that don't make any sense? Let us help you!

Did you know that Google Ads convert 50% better than organic search results?

We can help you set up and learn how to use the Google marketing system

Project Duration

1-2 weeks

Investment starting from

\$200

Includes

Set up:

Google Ads

Google My Business

Google Analytics

Search Console

Website SEO check

Also Bing



Social Pro

Worldwide, the average Facebook user has clicked 12 ads in the last 30 days.

We can teach you how to use social media marketing for your business

Project Duration

1-2 weeks

Investment starting from
\$200

Includes

Explains:

Instagram ads

Facebook ads

Business suite

Posting schedule

SEO

Branding

Marketing Master

Learn how to use Google and Microsoft advertising & social media marketing & how they work together.

Project Duration

1-2 weeks

Investment starting from
\$400

Includes

Combine all tools from the Social Pro & google Expert packages

Content Whiz

Cairns region only (Port Douglas – Gordonvale – Atherton)

Other North QLD regions please inquire to discuss some other options

If you are a small business providing a service, we can come to your place of work and take shots of you working or your products so you can have content for use on your website and social media platforms.

Project Duration

Advised on booking

Investment starting from

Advised on booking

Includes

High quality pictures in portrait & landscape

Edited to look amazing

Videos

Content for your website, Facebook, Instagram and other social or website platforms

For extra

Instagram reels creations

Instagram/Stories creations



Social Analysis



If you already having an ace social game but maybe your posts aren't performing as well as intended, we will have a look through and find any spots where you may be able to improve and give you the tools you need to succeed.

Project Duration

1 – 2 weeks

Investment starting from

\$150

Includes

Analysis of all social media platforms

Report on how to improve

Tools to help

The Time Saver

SOCIAL MEDIA MANAGEMENT

Running a business and finding time to upload on social media can be a stretch.

Well your social media is our business so let us help!

We can help run your social accounts by posting & engaging with your audience.

Project Duration

\$600 per month

Investment starting from

One month minimum commitment

Includes

Posting 3 times a week

Scheduling posts ahead of time

Engaging with comments

Passing on messages for you to respond

2 x reel a week

You must have your own content ready to go for this service or book in for the content whiz service

Client Requirements

Digital Acknowledgement

Digitally sign our agreed upon project, terms and conditions, time frames, and accept the quote.

The project will not start until this is completed.

The quote is valid for 30 days

Completed forms & homework

To achieve the designs and goals you hope to achieve I need some help from you.

This includes filling out the forms I send you accurately so I can see your business from your perspective

Once we agree to work together, I will require you to put together a Pinterest mood board to show me the aesthetic and feel you want from our project together.

This will need to be completed by 5 days before the project start date

Payments & deposits

Upon agreeing to the project I will require a 50% non refundable deposit, this is to secure your spot. This ensures you can have your project completed at the date agreed and ensures that our clients are serious about moving forward

This will need to be deposited within 7 days of accepting your quote

Things to have 100% ready for your project

Business name & licensing

Business plan

Target market & customer knowledge

High quality imagery for your website

Website copy (text), if you are not employing me to do this for you

Print content (text & images for business cards/brochures etc)

This is needed before you sign the quote or pay for the invoice.

Want to book in?

Do you love the Made By Design Co aesthetic, vision, and branding? Then we may just be the perfect fit! Together we can make great things happen. So, if you think we would make a great team, please complete a contact form via our website. We cannot wait to collaborate!

DEFINITELY YES IF:

- You are ready to launch your project and have all the details ready to go to start the design process.
- You love the styles of our recent work and aesthetic.
- You understand this is a business investment and we must work together to make this succeed.
- You are willing to give us design freedom according to your vision.
- You are committed to the process.
- You understand that good design cannot be rushed.

MAYBE NOT IF:

- You aren't sure on the vision you have for your business
- You don't quite understand who your target audience is yet.
- You are not open to new design ideas and layout suggestions
- You need every design detail to be exactly the way you think it should be.

We understand your business is your baby, and we want to help it grow into something incredible. Let's get started!

Fill out a contact form on the website or email me!

hello@madebydesignco.com



Payments & Cancellations

We have included these outlines in our info pack to make our process as transparent as possible.

Please have a read through the following.

Projected costs are simply that, projected. Your quote is based on the scope of work at the beginning of the project, as well as the timeline outlined. If you wish to add or change the scope of work during the project, and if the timeline changes due to these changes or additions (or lack of response on your part), these costs will be billed accordingly and must be paid before website launch/Final files are sent.

PAYMENTS SCHEDULE: • 30% of projected cost due before work begins and to secure your spot on my schedule. • 35% of projected cost due after the completion of all mock-up material, the final 35% to be paid before the final hand over of files and/or launch of website.

If the project is cancelled by either of us before completion, you will owe payment based on the amount of work completed. For example, if the work is 75% complete, you will owe 75% of the projected cost, as well as 100% of any additional costs for licenses or work completed.

CANCELLATIONS/TERMINATION OF PROJECT: Sometimes things just simply don't go the way we expect them to. If, at some point, either of us decides our working relationship is failing, then we can submit the desire to part ways in writing and payment for all work completed at that point will be due. In the event of termination, you shall pay Made By Design Co for all services performed through the date of termination. I retain the right to use anything I created in my portfolio.