



CAYENNE CREATIVE 2020 PRICELIST



CAYENNE CREATIVE

A website without words doesn't talk to your customers. And your words can't reach your customers without a website. So Carolynn from *Clarity* and Enny from *Enny Benzonelli Ltd.* have joined forces to give you the best of both worlds.

We work collaboratively, because that's the way we work best. An open and honest relationship creates the best results for you and your audience.

We know that when you love your website, you can't wait to share it with the world. And if your web presence excites you, it brings you more business.

We have standard packages to start you off, and if you have anything else in mind, we can talk, explore, plan and expand. Give us a call or send us an email. Let's get started today.



CAROLYNN DAY

It's much easier to communicate with people when they know who you are, what you do and exactly why they need you. I make sure this happens.

I specialise in writing, formatting and editing in plain English - particularly for global markets and people who don't have English as their first language.

I also create case studies that tell the world about your successful customer relationships and why people naturally choose your company or organisation.



ENNY BENZONELLI

Building your own website is easier than ever. But if you don't have the time to get your hands dirty, I'll create all the designs and set things up for you.

I specialise in clear and engaging Landing Pages coded in HTML and CSS and JavaScript - all painlessly updated for you on request.

And I'm an expert with Squarespace if you need a Content Management System (CMS), which gives you control of your finished website because you can update it yourself.



web design

When you have the concept and the text - but you need a fantastic website to power it all.

ALL PRICES exc. GST
There's a small travel charge if you prefer a face to face meeting at a venue of your choice.

Starter

This is perfect for people who want an online presence, but don't want to keep updating their site with new content (for example - this is who we are, this is what we do, this is how to contact us). The price includes:

- » A set-up meeting (by Zoom or Skype)
- » A copy of the design brief to review
- » A scrollable Landing Page (HTML, CSS, Java)
- » Your choice from more than 20 templates customised to your brand
- » Basic Search Engine Optimisation (SEO) to make you more discoverable in internet searches
- » Mobile-friendly optimisation, so you can be viewed on any kind of device
- » A revision meeting and one set of revisions (further revisions are charged at \$75/hr)
- » Web-hosting (the first year is included, then \$75/year)
- » Pain-free setup - everything is done for you
- » One custom email address (if your domain doesn't come with mail services)

\$ 2,500

Content Manager

This is perfect for people who want a dynamic and engaging online presence and will post regular updates and/or blogs. The price includes:

- » A set-up meeting (by Zoom or Skype)
- » A copy of the design brief to review
- » A Squarespace-based website with up to 10 tabbed pages
- » Your choice of Squarespace template, customised to your brand
- » Code injection to transform the colours, fonts, graphics and styles in the template to create a truly unique website
- » Basic Search Engine Optimisation (SEO) to make you more discoverable in internet searches
- » Mobile-friendly optimisation, so you can be viewed on any kind of device
- » Two revision meetings and two sets of revisions (further revisions are charged at \$75/hr)
- » Web-hosting managed by Squarespace (20% off the first year)
- » Worry-free, work-free setup - everything is done for you
- » Mail services through Google G-Suite (the price per email account is set by Google) - 1 email address setup is included in the price
- » A 1-hour online tutorial on how to use the CMS (extra time charged at \$75/hr)

\$ 5,000

Online Store

This is perfect for people who want to sell online and manage their shop, posting regular content and updating blogs. The price includes:

- » A set-up meeting (by Zoom or Skype)
- » A copy of the design brief to review
- » A Squarespace-based website with up to 20 tabbed pages
- » Your choice of Squarespace template, customised to your brand
- » Code injection to transform the colours, fonts, graphics and styles in the template to create a truly unique website
- » Basic Search Engine Optimisation (SEO) to make you more discoverable in internet searches
- » Mobile-friendly optimisation, so you can be viewed on any kind of device
- » Two revision meetings and two sets of revisions (further revisions are charged at \$75/hr)
- » Web-hosting managed by Squarespace (20% off the first year)
- » Worry-free, work-free setup - including Payment Gateway services so you can accept secure credit card, PayPal and Stripe payments
- » Mail services through Google G-Suite (the price per email account is set by Google) - 3 email addresses setups are included in the price
- » A member area and membership system, if required (an extra fee on top of Squarespace annual fees applies)
- » A 3-hour online tutorial on how to use the CMS (extra time charged at \$75/hr)
- » 1 month of free support after the final setup (up to 1 hour a week)

\$ 7,500

copy writing

When you have the website - but you need fantastic text to get your message out there.

ALL PRICES exc. GST

There's a small travel charge if you prefer a face to face meeting at a venue of your choice.

Essentials

We can work with information from your existing website, from new text you create, from discussions and interviews by Skype or phone, or by researching other reliable sources on your behalf (including best practise, good marketing and known-success examples)

» **About Us page**

A concise introduction describing your company, your products/services and why people want to do business with you.

» **Up to 3 bios**

Personal introductions to staff, owners and directors.

» **Up to 6 product/service/expertise descriptions**

Attention-grabbing descriptions of what your company does and the things your customers need to know.

Expanded

We can work with information from your existing website, from new text you create, from discussions and interviews by Skype or phone, or by researching other reliable sources on your behalf (including best practise, good marketing and known-success examples)

» **About Us page**

A concise introduction describing your company, your products/services and why people want to do business with you.

» **Company page**

Use this section to describe your history, values, privacy policy or anything else important to your customers.

» **Up to 6 bios**

Personal introductions to staff, owners and directors.

» **Up to 12 product/service/expertise descriptions**

Attention-grabbing descriptions of what your company does and the things your customers need to know

» **Up to 3 specialist descriptions**

In-depth descriptions of specialisms that make your company stand out from the rest.

\$ 765

\$ 1,870

our packages

Need web design AND copy writing? Then pick one of our packages or create your own.

Whether it's 'off the shelf' or tailored to fit your personal vision, Carolynn and Enny will work closely and collaboratively on your aims and outcomes. We make sure you get the service, the website and the online presence you need.

ALL PRICES exc. GST
There's a small travel charge if you prefer a face to face meeting at a venue of your choice.

Light

- » A set-up meeting (by Zoom or Skype)
- » A copy of the design brief to review
- » A scrollable Landing Page (HTML, CSS, Java)
- » Your choice from more than 20 templates customised to your brand
- » An About Us page
- » Up to 3 personnel bios
- » Up to 6 product/service/expertise descriptions
- » Basic Search Engine Optimisation (SEO) to make you more discoverable in internet searches
- » Mobile-friendly optimisation, so you can be viewed on any kind of device
- » A revision meeting and one set of revisions (further revisions are charged at \$75/hr)
- » Web-hosting (the first year is included, then \$75/year)
- » Pain-free setup - everything is done for you
- » One custom email address (if your domain doesn't come with mail services)

ITEM	PRICE
Web design STARTER	\$2,500
Copy writing STANDARD	\$765
Total Value	\$3,265
Package price	\$3,100

package price
\$ 3,100

Pro

- » A set-up meeting (by Zoom or Skype)
- » A copy of the design brief to review
- » A Squarespace-based website with up to 10 tabbed pages
- » Your choice of Squarespace template, customised to your brand
- » Code injection to transform the colours, fonts, graphics and styles in the template to create a truly unique website
- » An About Us page
- » A Company page
- » Up to 6 personnel bios
- » Up to 12 product/service/expertise descriptions
- » Up to 3 specialist descriptions
- » Basic Search Engine Optimisation (SEO) to make you more discoverable in internet searches
- » Mobile-friendly optimisation, so you can be viewed on any kind of device
- » Two revision meetings and two sets of revisions (further revisions are charged at \$75/hr)
- » Web-hosting managed by Squarespace (20% off the first year)
- » Worry-free, work-free setup - everything is done for you
- » Mail services through Google G-Suite (the price per email account is set by Google) - 1 email address setup is included in the price
- » A 1-hour online tutorial on how to use the CMS (extra time charged at \$75/hr)

ITEM	PRICE
Web design CONTENT MANAGER	\$5,000
Copy writing EXPANDED	\$1,870
Total Value	\$6,870
Package price	\$6,500

package price
\$ 6,500

Ultimate

- » A set-up meeting (by Zoom or Skype)
- » A copy of the design brief to review
- » A Squarespace-based website with up to 20 tabbed pages
- » Your choice of Squarespace template, customised to your brand
- » Code injection to transform the colours, fonts, graphics and styles in the template to create a truly unique website
- » An About Us page
- » A Company page
- » Up to 6 personnel bios
- » Up to 12 product/service/expertise descriptions
- » Up to 3 specialist descriptions
- » Basic Search Engine Optimisation (SEO) to make you more discoverable in internet searches
- » Mobile-friendly optimisation, so you can be viewed on any kind of device
- » Two revision meetings and two sets of revisions (further revisions are charged at \$75/hr)
- » Web-hosting managed by Squarespace (20% off the first year)
- » Worry-free, work-free setup - including Payment Gateway services so you can accept secure credit card, PayPal and Stripe payments
- » Mail services through Google G-Suite (the price per email account is set by Google) - 3 email address setups are included in the price
- » A member area and membership system, if required (an extra fee on top of Squarespace annual fees applies)
- » A 3-hour online tutorial on how to use the CMS (extra time charged at \$75/hr)
- » 1 month of free support after the final setup (up to 1 hour a week)

ITEM	PRICE
Web design ONLINE STORE	\$7,500
Copy writing EXPANDED	\$1,870
Total Value	\$9,370
Package price	\$8,900

package price
\$ 8,900



add ons

Here are more ways to show you mean business, to reach new and potential customers and to get your message across.

And you can talk to us about your own ideas for text, visuals and design. If making your dreams become real is technically possible, we're here to help!

ALL PRICES exc. GST

There's a small travel charge if you prefer a face to face meeting at a venue of your choice.

Success story

We talk with a satisfied customer about their business relationship with you and write up the success story. You can share it on your website, in a trade magazine, in a brochure, on a blog.

special price

\$ 750

was ~~\$1,150~~

Blog post editing

We can take your weekly or monthly blog posts, trim them down and polish them up to keep your customers interested in what's going on.

special price per 500 words

\$ 100

was ~~\$125~~

Website text makeover

Your website looks great? Make sure your text is just as dynamic, current and attractive. We'll help you tell your existing and potential customers exactly what they need to know about your company and what you can do for them.

special price per 500 words

\$ 100

was ~~\$125~~

Video production

Satisfied customers talking about your products or services? An animated walk-through of a process or a step-by-step text guide? A visual tour of your business or the history of your company's success in words and images? Anything is possible, and we work with professional video makers and graphics designer to translate your idea into the perfect visual concept. You may be pleasantly surprised by what you can fit into your budget. Talk to us about the right solution.

our promise

We listen to you, learn from you and work alongside you. We help you to move ideas from your imagination out into the world.

The process we use is practical, realistic and transparent. We move as fast as possible on our side, but you have all the time you need to reflect and consider before coming back for the next stage. The most important thing is that you get what you want.

Our process

(based on a full package)



You pay a deposit and agree with our terms and conditions



We have the set up meeting and agree on a design brief

First draft of the website with placeholder images and text created



Copy writing consultation

Second draft of the website with your text and your choice of images



Back to the original plan where you make revisions and final decisions



Final tweaks and WEBSITE LAUNCH



We know you'll love creating your online presence with us as much as we'll love collaborating to achieve the best result for you. In fact, if for any reason you're not completely satisfied after we deliver the first draft, we'll return your deposit - no questions asked.

Term and Conditions

1. This agreement is between Cayenne Creative (CC) and you (the client).
2. Initial consultations with CC are free.
3. If not already listed here, CC will quote you a fair price up front, as soon as possible after getting your enquiry.
4. Depending on the product you select, prices and estimates of the final cost will include all travel costs, meeting time, research and production costs that might be required and as stated in our product descriptions.
5. You and CC will work together to agree a schedule and fee for your project and CC promise to meet the deadlines we set.
6. CC will not add any extra fees or charges without your knowledge. Any changes will be mutually agreed between us. Everything CC uses for your website (images, icons, text, etc.) is royalty free. If you provide CC with content, please make sure you are not breaching any copyright law. There are limited free-to-use images available, we may need to buy images to meet your requirements. Extra fees may apply. CC will never purchase stock photos without your consent. We can organise a photographer if you need original images (which can also incur additional fees).
7. CC will let you know as soon as possible if you're ever in danger of going over budget.
8. If your project changes shape or size while text or the website is being produced, CC will re-quote you straight away and we can renegotiate deadlines if necessary.
9. However, if the final text and/or website produced meets our original project agreement, but you decide it would work better for you with significant changes, then this is classed as a new project. In this case, CC will re-quote you straight away and we can negotiate new deadlines if necessary.
10. If you terminate your project at any time or for any reason after the first draft, we'll keep the deposit as payment for the work done.
11. If you terminate a project because you don't like the first draft, a 100% refund of the deposit is guaranteed.
12. CC may use other competent professionals to help us deliver the work we've agreed on. If so, CC promises to review and amend the work of these professionals to guarantee quality.
13. The text we receive from you and the work produced by CC for your project may contain spelling mistakes and other errors, especially in the early stages. CC will make every effort to identify and remove written and factual errors before sharing the final draft with you. However, it remains your responsibility to check the final version before you use it or before it goes live. CC does not take responsibility for any costs you may incur because of written or factual errors in the final version of any material you choose to use and publish.
14. We'll ask you to give us your logo and other image files for your website. These need to be the highest possible quality. We can retrace logos and other elements for an additional fee, and we can discuss those costs during the design brief.
15. All the information supplied by you for a project is confidential and CC promise it will not be sold, shared or rented to any third party.
16. Everything CC produces as part of the project is copyrighted to Carolyn Day and Enny Benzonelli and cannot be used by you or any third party until CC has received payment in full. At that point you have full and free licence to use it in any way you choose. Different conditions may apply to stock material and images taken by an external photographer.
17. Full payment is due within 15 days of completing the project.
18. A deposit of 1/2 the total cost is required before starting a new project.
19. If CC is doing regular work for you, CC will send an invoice at the end of every month.
20. The basic rates and prices listed here may change over time. Every project is negotiated individually and tailored to our individual client.
21. Subscriptions for hosting and other online services are charged to your credit card. When this happens, CC will call you and we will go through this process together with full transparency.

In return CC asks:

- for courtesy, efficiency and clarity
- for you to either send a purchase order or email to us confirming our arrangement
- for prompt payment





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CLARITY

Plain English Editing and Writing Services

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