

# Brianna Hayley

## */Responsive Web Developer/*

### Key terms

#### What's WordPress?

About a quarter of websites in the *entire world* are WordPress websites. WordPress is a platform on which a website can be built. It allows for easy page and post creation—users don't need to know any code in order to effectively use and manage their website. There are tons of customization options through “plugins” that help extend the usage of your website. Things like event registration, donations, social media integration, and more. WordPress does require a moderately extensive build process in order to get the website up and running, but once it's up, it's easy to manage and update! WordPress is an excellent option for bloggers, bigger companies that often need to add posts and pages, and anyone who wants to easily update their site.

Example: Foooodieeee

#### What's a “static website”?

What we refer to as a “static website” is simply one not built on a content management system (CMS) platform like WordPress. It is built using simple HTML & CSS and sometimes JavaScript. Static sites are not easily updated without coding knowledge. Static websites are great if you don't want too many pages, and the information you want to share doesn't change often. A good example would be a yoga studio that shows some photos and studio information, and then links out to a scheduling platform such as MindBody. If you are a blogger, you can have info about you and your blog on your site, and then link out to your blog.

Example: AKFitness

#### What does responsive mean?

When you look at a website on your laptop, does it look the same on your cell phone? Is it legible on your cell phone at all? “Responsive” refers to the practice of developing a website so it seamlessly fits all of your devices. Sometimes this means simply changing the layout from multiple columns on a desktop to a single column on a cell phone, or changing a large menu bar to be a small menu button. In today's world where everyone surfs the web on multiple devices of different sizes, responsive websites are becoming increasingly important. Even Google now indexes websites based on their responsiveness. To put this in perspective, many people now search on their phone for a place to eat. So, if you own a restaurant, and hungry people find your restaurant but have difficulty reading your location or hours, they will most likely move on to a different option. Your website's legibility might make or break the number of site visitors you convert to real-life clients.

Let's work together on your website! Send me an email with your website needs and we'll chat. [hi@briannahayley.com](mailto:hi@briannahayley.com)

## Pricing

### Brand new WordPress site – \$925

Includes:

- Fully-responsive website
- Hosting and domain setup
- Complete WordPress install
- Social media integration
- SEO plugin configuration
- WordPress theme personalization
- Optional: Custom WordPress theme (+\$297)
- 2 rounds of revisions
- 6 months of maintenance

What I need from you:

- Site content (high-res photos, text, links)
- brand colors
- company logo(s)
- Site design
- WordPress theme decision (custom or personalize an [existing one](#))
- Domain name options

### Brand new static site – \$695 single page +\$95 each page

Includes:

- Fully-responsive website
- Hosting and domain setup
- Social media integration
- 2 rounds of revisions
- 6 months of maintenance

What I need from you:

- Site content (high-res photos, text, links)
- brand colors
- company logo(s)
- Site design
- Domain name options

## Revamp existing WordPress site – \$495

Includes:

- Site rebuild
- Social media integration
- SEO plugin configuration
- WordPress theme personalization
- Optional: Custom WordPress theme (+\$297)
- 2 rounds of revisions
- 6 months of maintenance

What I need from you:

- Access to current website's admin, database, and FTP
- Any new site content (high-res photos, text, links)
- New site design

## Revamp existing static site – starting at \$245

Includes:

- Site rebuild
- Social media integration
- 2 rounds of revisions
- 6 months of maintenance

What I need to get started:

- Access to current website's FTP
- Any new site content (high-res photos, text, links)
- New site design

## Existing static site to WordPress – starting at \$199

Includes:

- Complete WordPress Install
- Site rebuilt onto WordPress platform

What I need from you:

- Access to current website's FTP
- Domain and hosting info for the transfer

## Make your existing site responsive – \$125-\$435

Includes:

- Website rebuilt to be fully responsive

What I need from you:

- Access to current website's FTP
- New site's breakpoints (discussed in phone consult)

## Custom WordPress theme – \$435

Includes:

- Fully-responsive custom WordPress theme
- 2 rounds of revisions
- Final theme files

What I need from you:

- Site content (high-res photos, text, links)
- brand colors
- company logo(s)
- Site design

## Site Design – \$345

Includes:

- First draft and 2 revisions
- Final Photoshop files of site design

What I need from you:

- Phone consult to discuss design needs
- Site content (high-res photos, text, links)
- brand colors
- company logo(s)