

Visionary Designs Online

Tell your story. Engage users. Build your business.

It's more important now than ever to develop a strong, up-to-date web presence, and a way that you can share your knowledge, expertise, goods, and services online. We can help. It's time to get connected!

- *Improve your business image*
- *Reach new customers*
- *Improve customer service*
- *Sell products & services*



"I recently turned to Kathy Regan for the first time to design a sell sheet for a new and exciting business that I had started. I am happy to say that Kathy came through in flying colors. She earned an A plus across the board: creativity, speed, follow-up, cooperation, professionalism, etc. I could not be happier with the results or Kathy's performance."

*– Mitch Gurfield,
SHIFT*

Graphic & Website Design

Magazine Layout | Newsletters

Brochure & eCommerce Websites ■ Copywriting & Editing

Newsletters ■ Web & Print Forms ■ Sell Sheets ■ Photo Editing ■ Brochures

Social Media, Etsy & eBay Banners ■ Flip Books ■ Invitations ■ Business Cards

Kathy Regan, Visionary Designs Online

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Website Options

Whether you need a website created from scratch or just a little assistance with design, I can help. What exactly do you wish to accomplish? My goal is to create a beautiful, well organized, user and mobile-friendly, functional website that captures the attention of your customers and helps you achieve your goals.

Website and eCommerce platforms offered include Squarespace, Shopify, Weebly (now owned by Square), and Square with multiple optional third-party add-ons. These platforms have advanced search engine optimization, detailed traffic stats, and HTML/CSS control in most cases. When your design is complete, you will own your website (in accordance to the provider's terms). For future website revisions you may hire me if you wish, or anyone qualified to use these platforms (there is a large online community). I can also teach you to make your own updates if you desire.

What's Included

- **A 1-hour strategy session** to discuss your business and your vision to determine your website requirements.
- **Color, photo, and font** selection. A mood board and color palette can be provided upon request.
- **A fully responsive** (mobile-friendly) custom website with efficient internal and external links.
- **Complimentary stock art** photos/icons (as listed on page 4). All photos and icons (provided by the client as well as stock art) will include a basic photo editing service as required, will be resized for optimum website function, and labeled for basic SEO.
- **Video integration** (provided by the client as listed on page 4). Note that stock videos will incur additional fees.
- **A location map** and contact form.
- **Basic search engine** optimization (SEO) and email and social media integration.

What's Not Included

- **I will help you** plan and design your website, but your website material (business and service description, copy, photos, blog articles, and videos) must be submitted by you. I can help if needed (see add-ons on page 4).
- **During the design** process, I will make copy editing and proofreading suggestions. But to make certain your website is free of errors and grammatically correct I highly recommend utilizing the services of a qualified proofreader.
- **When your website** is complete, you will be responsible for ongoing monthly (or yearly for extra savings) domain name, hosting, and elective third-party plugin fees (paid directly to your providers - see right) to keep your website active. For add-on options see page 4.



"Kathy Regan designed a great website for my company which is easy to use and has drawn many positive comments. Kathy was a pleasure to work with and had thoughtful suggestions and advice on how to best showcase our business."
— Reiner White & Sons, Inc., www.reinerwhiteandsons.com

"The Manchester Lions Club has run the Elf Express Train for many years and has used a logo that featured the graphic and text of a licensed elf character that the club decided not to use again. We didn't want to change the logo a great deal because we both liked it and felt that train riders easily identified it. We thought it would be a huge process to modify the existing logo but to our surprise, Kathy Regan dropped in a new elf and cleaned out the old licensed text giving us a new and much cleaner graphic to use in the future. And she did it in about a week at a rate that even our non-profit could easily afford. We couldn't have been more pleased and will be using this new logo for years to come." — Jackie Bell, Manchester Lions Club

"Thank you for the design you came up with for our new business cards – it exceeded our expectations! We were in need of a new look to better represent our business, and your design really communicates who we are and what we do. Further, we have received many compliments about them from our customers." — Barbara Flach

Helpful Information

- **Domain name** - You must obtain a domain name (web address) to represent your business if you do not already own one. I will be glad to help you obtain one if needed (see page 4). A domain name is the address (location) where Internet users can access your website, and can be purchased from any website domain provider (such as GoDaddy or Squarespace). A domain typically costs approximately \$20 per year give or take. If you already own a domain name I can either transfer it to your new website platform, or if you prefer it to remain with your current provider, I can direct it to your new website location.
- **Hosting** - All websites are hosted (stored) on special computers called servers. When Internet users want to view your website they type your website domain address into their browser, their computer connects to the server your website is hosted on, and your web pages are made available to them. Hosting generally costs anywhere from \$12 to \$46 per month depending on your chosen platform, requirements, and payment plan. I will provide exact cost for hosting based on your choices and requirements at time of service.
- **Third-Party Plugins** - Third party plugins are small programs that can be added into your website to provide additional custom functionality. I will provide exact cost for any elective third-party plugins upon request.

Schedule

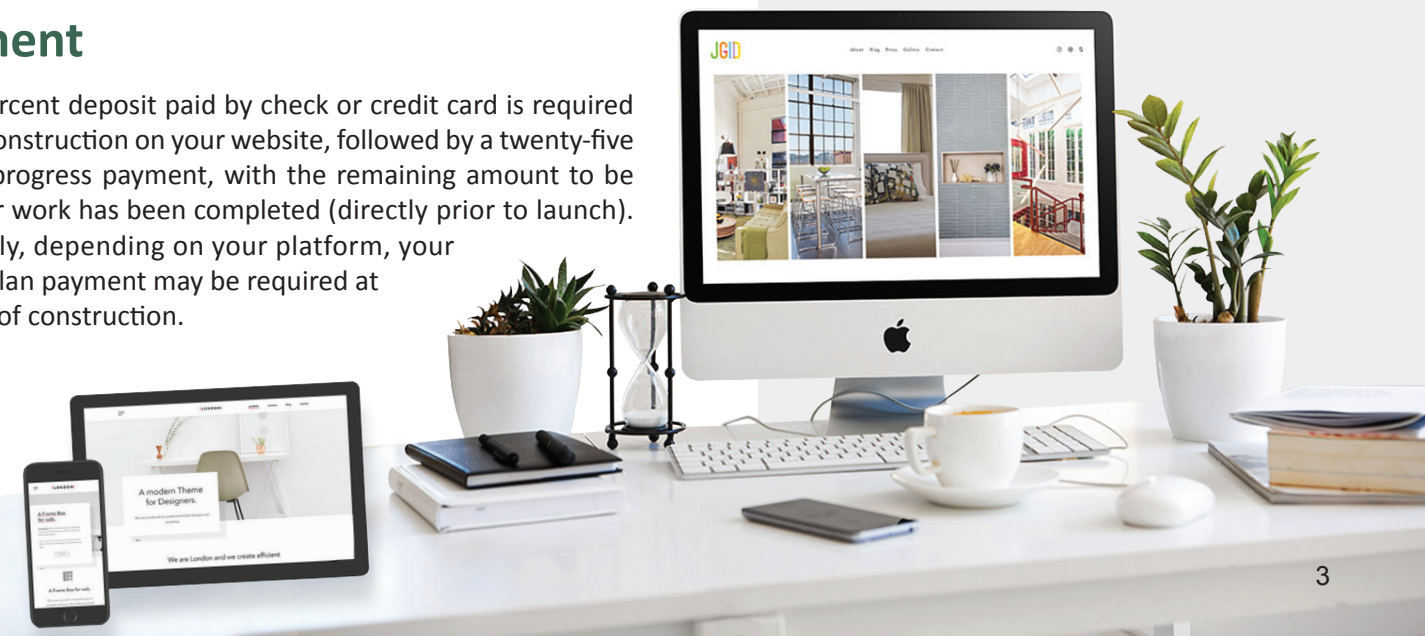
The time estimate for website and graphic design work is based on each individual project and its complexity, but several days to two weeks for graphic design, and two to four weeks for website design (see page 4) is a fair average assuming that the client provides all of the necessary material on time. Rush jobs will be considered when possible.

Payment

A fifty percent deposit paid by check or credit card is required to start construction on your website, followed by a twenty-five percent progress payment, with the remaining amount to be paid after work has been completed (directly prior to launch). Separately, depending on your platform, your hosting plan payment may be required at the start of construction.

Do you want more information? Start here.

- 1 **SUBMIT YOUR IDEAS**
Call me for a complimentary consultation. If you would like to move forward, send me your project details, requirements, list of materials, and instructions.
- 2 **GET A PRICE QUOTE**
Once I review your project requirements, I'll send you a price quote. If you agree, I'll send you an agreement to sign.
- 3 **SUBMIT DEPOSIT**
Submit your initial deposit payment by check so that I can start your project. Please make check out to Kathy Regan, and mail to P.O. Box 133, Housatonic, MA 01236.
- 4 **SEND YOUR MATERIAL**
Send us your instructions, logo, copy, and images that you would like included in your website. You can expect to receive a first draft of your website within 7-14 days unless otherwise specified.



Website Design Packages

LITE | landing page or eCommerce setup (with first 3 products)
\$600

- 1-2 week turnaround time
- Includes 1-2 pages
- 5 stock photos/icons
- 1 video integration
- 1 revision cycle
- Custom favicon
- Social media integration
- Email support

BASIC
\$1200

- 3-4 week turnaround time
- Includes 3-5 pages
- 10 stock photos/icons
- 2 video integrations
- 2 revision cycles
- Custom favicon
- Social media integration
- Email support
- Blog setup (includes 2 posts)
- Website asset ownership

PRO
\$2450

- 4-5 week turnaround time
- Includes 10 pages
- 15 stock photos/icons
- 3 video integrations
- 3 revision cycles
- Custom favicon
- Social media integration
- Email & phone support
- Blog setup (includes 3 posts)
- Website asset ownership
- Online booking/scheduling
- 1 hr. live, online training
- eNewsletter integration
- Custom domain registration

VIP
\$3750

- 5-6 week turnaround time
- Includes 20 pages
- 20 stock photos/icons
- 5 video integrations
- 4 revision cycles
- Custom favicon
- Social media integration
- Email & phone support
- Blog setup (includes 5 posts)
- Website asset ownership
- Online booking/scheduling
- 2 hr. live, online training
- eNewsletter integration
- Custom domain registration
- Custom email registration
- Google Analytics integration
- E-commerce setup/shopping cart (includes first 3 products)

Website Copy Tips

- Emphasize benefits over features. Customers want to know how your company can solve their problems.
- Build trust. Share your core values. Include reviews/testimonials. Create a sense of community by connecting with your customers and regularly sharing blog posts via an eNewsletter and/or social media.
- Share your passion. Passion sells. Share your story. Stories sell. As a small business owner your biggest advantage is you, so be yourself. Let your customers know who you are and why you love doing what you do. You may be surprised to find out how easy it is to turn a first visit customer into a lifetime customer simply by inviting them to share the journey. www.getspokal.com

Website Add-on Options

- Website graphic design work (beyond contract - 1 hour minimum)\$65 per hour
- Additional basic website page (material must be reviewed for final quote)\$150
- Blog setup (with 3 posts provided by customer and complimentary stock art)\$250
- Additional Blog Post (with complimentary stock art).....\$50
- Standard slideshow banner (up to 5 slides) or single video banner (video editing not included)....\$175
- Custom designed slideshow banner price based on requirements
- eNewsletter, Google Analytics, and/or online scheduling integration.....\$75 each
- Add on eCommerce setup/shopping cart (includes shop design and first 3 products)\$450
- Additional Revision Cycle (another complete round of edits for your website based on pkg) ..\$175 - \$475
- Custom 404 Error page\$75
- Advanced search engine optimization (SEO).....\$195
- Stock images, videos, and sound clips price based on requirements
- Third-party copy writing and proofreading.....price based on requirements
- Third-party integrations/apps/customizations, advanced forms price based on requirements

Graphic Design

- Graphic design (business cards, brochures, sell sheets, and more)\$65 per hour
- Social media banners (refresh the look to coordinate with your website)\$65 per hour
- eNewsletters, photo editing, flipbook creation.....\$65 per hour

"Kathy Regan's website work is exceptional. She is professional, creative and timely. Kathy's attention to detail was much appreciated, as she was able to perfectly capture the personality, warmth and positive energy of the clinic. I love how she highlighted the visual appeal of every important aspect, including our techniques, the inviting flowers, brightness of our space and testimonials. If you are needing assistance with creation of a website, Kathy will create a masterpiece for you."
 – Lisa J. Baumgart, MPT, FAFS, IFNCP, Greylock Physical Therapy, www.greylockpt.com

"My recent experience with Kathy Regan was 100 percent positive. I needed help updating my website and not only did she do that – exactly as I wanted – but she gently suggested some wonderful improvements both in the look of it and also in the way it functions. She was on time, easy on my budget, very communicative, patient, friendly, and professional. I'll definitely call her the next time I need help with my website." – Ann Getsinger, Artist, www.anngetsinger.com

"Due to the coronavirus, we could not open our farmers market as we had in the past. I wanted to develop an online shopping model but had never done anything like this before, so I reached out to Kathy Regan for assistance. From day one, she took the time to listen to my ideas and helped me to develop a shopping cart that not only was eye appealing, but also was easy for our customers to navigate. She was wonderfully patient as she took my phone calls and explained to me how it would all work, and how she would put it all together. It was a very easy process for me to write the content and for her to display it on our webpage. Not only for us, but for our vendors as well. Kathy took the information that they provided to her and designed lovely, eye catching "buttons" that would direct each of our customers to their websites and shopping carts. For someone who knows very little about web design, I felt very taken care of. Kathy is very knowledgeable, kind, professional, and helpful in every way. Her customer service is impeccable, her prices are reasonable, and I could not recommend her more." – Lisa Auclair, Chair, Norfolk Farmers Market, www.norfolkfarmersmarket.org