welcome.

Whether you're looking to build or improve an existing website, are itching to enhance or extend your brand with physical products, or are feeling drawn to a little bit of everything, I'm here to help.

The following is the complete service and pricing menu for all existing Zak Creative services.

If you are looking for a service you do not see listed here but that you think might suit my skillset, I invite you to contact me to discuss. (After all, I don't call myself a Multi-Passionate Designer and Professional Sounding Board for nothing.)

hello@zakcreative.ca

quick launch website kit

Establish a clean, professional online presence without reinventing the wheel. The Quick Launch Website Kit is perfect for entrepreneurs, consultants, authors, and educators who need a beautiful, responsive website built using proven templates. You provide the content, and I'll take care of the layout, design polish, and publication. This is template-based website builds for independent brands, ideal for small businesses with clear content and minimal customization.

deliverables
- Up to 6 pages (Home, About, Services, Contact, Blog, FAQ)
- Template setup and customization
- Mobile responsiveness
- Basic contact form
- Basic SEO (meta titles/descriptions, alt text)

requirements
All logos, brand colours, images, and website copy to be provided by client.

value
$1,025

optional value-adds
- Domain name, hosting, and email set-up for $225
- Copy editing for $125/page or from-scratch copywriting for $225/page
- Newsletter sign-up integration for $75
- Stock image sourcing for $125
- Portfolio, Featured Work, or other additional pages for $125
- Online payment integration for service-based businesses for $125
- Online store set-up and initial shop population for $425
- Adding new products to online store for $25/product
- À la carte content swaps/edits* after publication for $75/hour (1 hour minimum)

website content care plans (ongoing retainer)**
- Occasional updates (up to 2 content swaps/edits* per month and up to 2 blog post publications per month using client's content) for $125/month
- Regular content refreshes and seasonal campaigns (up to 4 content swaps/edits* per month and up to 4 blog post publications per month using client's content) for $175/month

*text, images, hours, featured product collection, bios, etc.

**complementary 2-month roll-over (no edits this month? save the work for when you need it.)

never not creating   ZAK creative   zakcreative.ca

site design + usability audit

Your website may be live - but is it working for you? The Site Design + Usability Audit is a comprehensive design and user-experience review that highlights what's working, what's confusing, and how to improve user flow and conversion. Delivered as a clear, actionable report with screenshots and suggestions, this service is ideal for small business owners with outdated or DIY sites, nonprofits or educators seeking better engagement, and service providers and boutique brands that are ready for a refresh.

deliverables

- Review of visual design (layout, colour and contrast, typography, consistency)
- Navigation and user journey analysis (includes analysing your menu for functionality and operational logistics)
- Mobile responsiveness assessment
- Copy conversion viability check
- A report with screenshots and the UI/UX critique with actionable feedback

value

$425 for basic websites with up to 3 pages
$625 for basic websites with up to 6 pages
$925 for websites with more than 7 pages or that include an online shop

optional value-adds

- Comparison of brand's self-assessment with audit findings $125
- Copy editing for $125/page
- Menu-specific clarity and conversion overhaul recommendations for $75

site copy cleanup

Are your words doing your business justice? With Site Copy Cleanup, we can edit and enhance your existing website copy for tone, clarity, and conversion - or start from scratch. This service includes language polishing, CTA review, and optional light SEO optimization to help coaches, service providers, creatives, and small businesses sound their best.

deliverables for a clarity check-up
- Light editing for grammar, spelling, punctuation
- Clarity improvements and tightening of wordy or confusing text (including for sites authored by a person who's first language is not English)
- CTA assessment

value
$75 per page (excludes blog posts)

deliverables for a brand tune-up
- Everything in the Clarity Check-Up package
- Tone and voice adjustments to better suit your business or audience
- Light SEO optimization (keywords in headers, meta descriptions)
- Suggestions for reworking weak CTAs or page introductions

value
$125 per page (excludes blog posts)

deliverables for missing copy
- Assessing where copy is necessary but not present
- From-scratch copywriting

value
$225 per page (excludes blog posts)

brand swag POD design kit

When you want to leave a lasting impression, branded client gifts and marketing merch is a tried-and-true way to do just that. The Brand Swag POD Design Kit lets you create beautiful branded gifts—like mugs, notebooks, and candles—using your logo or artwork. This is done-for-you design, prep, and upload to a print-on-demand platform so you can order on demand or drop-ship client thank-yous, onboarding gifts, or event swag at the ready.

deliverables

- Consultation on product type (e.g. mugs, notebooks, candles, totes) selection
- Brand aesthetic assessment
- Initial set-up of Printify account
- Asset prep and design set-up in Printify
- Provision of mock-ups highlighting all design elements on original product and any variants not requiring design adjustment
- Up to 2 overall revisions on initial design to confirm asset scale and placement
- Proof drop-ship to your home, office, or business address

requirements

Use of client's intellectual property (logo, brand elements, custom text, etc. or original artwork) or client-supplied royalty-free or licensed artwork. For a store build by Zak Creative, client is responsible for establishing retail pricing on products (base pricing to be provided).

value

$325 for first product

value add-ons

- Subsequent products utilising same assets for $125
- Subsequent products utilising new assets for $225
- Variant of an existing product (more than one tote bag colour, for example) requiring design adjustment for $75 per variant
- Product ordering (including product and shipping pricing break-down to inform your quantity decisions) when you need to re-stock your supply for $25
- Set up of online store (to make your swag available for purchase) in an existing website (that supports e-commerce) for $425

POD retail line launch kit

Launch your own branded product line without holding inventory. The POD Retail Line Launch Kit helps businesses extend their brand into retail or merchandise with a cohesive, sellable product line using my preferred print-on-demand platform, Printify, which seamlessly integrates with e-commerce providers like Shopify, Etsy, Amazon, Wix, and Squarespace. Whether you're launching a lifestyle brand, expanding your reach, or monetizing your message, this kit provides a low-impact way to go from idea to income.

deliverables
- Product menu so you can select classic or trending products based on your research and needs
- Brand aesthetic assessment
- Initial set-up of Printify account
- Asset prep and design set-up in Printify
- Provision of mock-ups highlighting all design elements on original product and any variants not requiring design adjustment
- Up to 2 overall revisions on initial design
- Proof drop-ship to your home, office, or business address

requirements
Use of client's intellectual property (logo, brand elements, custom text, etc. or original artwork) or client-supplied royalty-free or licensed artwork. For a store build by Zak Creative, client is responsible for establishing retail pricing on products (base pricing to be provided).

value
$425 for first product per line

value add-ons
- Research and acquisition of royalty-free artwork on your behalf for $125/asset
- Subsequent products in same line (utilising same asset design) for $225
- Variant of an existing product (more than one tote bag colour, for example) requiring design adjustment for $125 per variant
- Set up and population of online store in an existing website (that supports e-commerce) for $425
- Creation of a new website and online store starting from $1525***
- Publication of new products to online store (after initial launch) for $75 per product

***dependent on build requirements - email hello@zakcreative.ca to discuss

never not creating   zakcreative.ca