

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



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as a clear, actionable report with screenshots and suggestions, this service is ideal for small business owners with outdated or DIY sites, nonprofits or educators seeking better engagement, and service providers and boutique brands that are ready for a refresh.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

never not creating



zakcreative.ca

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)

never not creating



zakcreative.ca