

BAILLEY & ROSE



WORDPRESS WEB DEVELOPMENT



ABOUT ME

Hey there! I'm Alexandra Edwards (but you can call me Alex) — a solopreneur, blogger, cat-mom & the founder of Bailey & Rose.

You can usually find me snuggled up on the couch with my cat Moon while working on my laptop with a mug of cold coffee next to me

I haven't always been a social media manager/business owner...In fact, I studied for 5 years to be a lawyer. I thought I had it all figured out until I realised that a legal career just wasn't for me. So , after finishing up my LLB I landed an internship at a local magazine doing all their social media, newsletters & website management. It was the break I needed to get into what I loved doing — all things digital media.

Soon enough I started Bailey & Rose to help business owners take their brands to the next level & tackle the world of social media. I focus on providing a range of *cost-effective packages* that offer various solutions that SMEs need in order to fulfil their digital & social media needs, while still delivering *tangible returns* on their investment.

MY 3-PRONGED APPROACH



BUILDING YOUR BUSINESS

Leveraging from my own experience & knowledge I will help you build & grow your businesses. I will help you amp up your brand presence online through social media, website development & PPC marketing.



BRANDING WITH PURPOSE

A purposeful brand is a profitable brand. My strategies will help you clarifying your message & presentation. I can help you create a brand that your followers can't get enough of & won't stop talking about.



BROADCASTING

After building & branding, you need to reach & grow your audience. I do this through SEO, Google AdWords, social media advertising, & e-mail marketing. Communicate a clear & confident message to your customers.



WONDERING WHY YOU EVEN NEED A WEBSITE?

Today having a website isn't just about selling your goods & services — it's also about providing something of value to potential customers.

Not only that, but your online presence supports your marketing campaigns, customer service, client relationships, & brand recognition.

Combining this with other online marketing tools helps you reach new customers & generate repeat business.

WordPress is one of the leading website development platforms, & thanks to its extensive theme options & plugins it is easy to tailor to any business — from blogs to high-traffic corporates.

I offer complete WordPress website development that includes branding, search engine optimisation & a focus on visitor conversions.

WHAT I PROVIDE

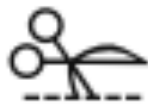


THE BASICS

A functional 5 page website.

BASIC WEBSITE

R 4500



THEME CUSTOMISATION

I will provide you with theme options best suited to your requirements. Tailoring the theme to suit your business, with a focus on overall aesthetic, branding, SEO, & visitor conversions.



SEO & SITE SPEED

Ensure the site is fast & secure. Test & review the functionality to ensure optimum performance. 3-months support & a comprehensive guide on navigating your site. Additional training is available.

WOOCOMMERCE SHOP

SET UP

WooCommerce websites provide great functionality at the most basic level, to the most complex. This provides your business with incredible room for growth that other platforms often cannot.

WooCommerce provides flexibility in the type of products you sell — both physical, digital, subscriptions and memberships.

Many features and integrations are available for WooCommerce.

EXTERNAL COSTS

As WooCommerce merely provides platform on which to sell, payment gateways need to be integrated.

Many external payment gateways are available both locally and internationally. However this is provided by a 3rd party — at external cost from setting up your website.

Please note PayPal is not supported on WooCommerce in South Africa.

WOOCOMMERCE SHOP

R 6500

HOW DOES THE PROCESS WORK?

INITIAL CONSULTATION — discuss what you want out of your website. If applicable I will send a Mood Board to get an idea of the look and feel of your website.

THEME — I provide you with a selection of Wordpress themes to choose from to customise.

THEME SELECTION — once you have chosen a theme I will purchase it as an additional cost as all themes are priced differently by 3rd parties. This is added to your invoice as *an additional cost*** once the website is finalised.

HOSTING, DOMAIN, & SSL — your website needs to be hosted on a server. This is provided by various companies, I can send you a selection of providers to choose from as well as suggest the best package for you. You will also need to purchase a domain (this is your url i.e. www.mysitename.com) and an SSL certificate (security for your website). These are often included in most hosting packages but can be purchased separately. *This is an external cost***

CUSTOMISATION — I will customise your website in accordance to a Mood Board and our consultation. Images used may be supplied and sourced from free stock images.

CHANGES — Before the site is ready to go live you may send me feedback and changes. This is limited to 3 sets of changes. Any changes thereafter will be billed at my standard hourly rate.

FINALISATION — once you have approved your website I will make it live or transfer it onto your primary domain.

SUPPORT — included in this package is 3 months of support.

TRAINING — Wordpress site management training is available for a once off fee. However, a guide is included upon site handover.

LET'S WORK TOGETHER

I CAN HELP YOU TAKE

YOUR BRAND TO THE NEXT LEVEL.