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# One Stop Shop for Website Design and Social Media Management

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## OVERVIEW

Welcome to Zoe Arrington's One Stop Shop for website design, website management, social media creation, social media management or all of the above. The bonus to working with me is personal connection. I believe in thorough communication and detailed explanations. Together we can create a design/redesign an online presence that coordinates with your organization's core values. With that being said, if you have any ideas, concerns, or questions I would love to organize a time to talk with you in further detail.

Since each and every website is unique and has its own set of needs, we may pull from different options to create the perfect situation for your business. The pricing options listed below are a starting point for reference but should be relatively close to what you should expect. The final price will depend on the level of attention your website or social media will need. I am a strong believer of "it never hurts to ask" so if pricing is an issue, please reach out and we can discuss options. Special pricing available for non-profits.

Reminder\*\*\* I am always happy to elaborate!

## ABOUT ME

My name is Zoe Arrington and I moved to the Charleston area in September of 2022. I graduated in May of 2022 from Radford University where I received my Communications Degree along with Management, Entrepreneurship, and Peace Studies Minors. I gained a good understanding of the value of an online presence when I started my online boutique (Zstyles Boutique) in 2020. My online boutique is now just for fun/for my friends and family as it sparked this bigger interest.

Now, I prefer to invest my time into this business venture. I will be fair and mention my primary experience is in website design and management. I have only had short stints (3-5 months) in social media management including an internship. Within those I was able to notice an exponential increase in views, follows, and engagement. See bottom of the PDF for examples.

## Design Options

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## ONE TIME WEBSITE NEEDS:

### 1. FREE CONSULTATION

This opportunity would be used to introduce myself and get to know your needs. I will bring this sheet and explain in more detail what I can offer to excel your business' online presence. If I cannot be of help, I may be able to potentially introduce someone in my network who would be able to! Even if you choose not to utilize my services, I would still value the opportunity to network and learn more about your business.

### 2. RE-DESIGN // \$3,000+

One time fee. Do you have a website but it needs a new look? Plus updates and bug fixes? This is the most popular option. This option might need one meeting with the owner or someone knowledgeable on the company after a consultation and considering the level of information currently available. This would also include add ons, different functions, and potentially a transfer to a different hosting service that makes your website more operational. I recommend this option for most websites because technology is ever changing. This gives you the opportunity to stay up to date with an extremely welcoming, appropriate, and operational website.

### 3. FROM SCRATCH // \$4,000+

One time fee. A brand new website from scratch. Considering there would be no base to go off of, this option will require up to three meetings with the owner or someone very knowledgeable on the business. This would guarantee the ability to gain the proper information needed to build a brand new, exceptional website with all the proper widgets, scheduling, or functions you may need. We can discuss the overall theme and decide what functions will suit your business the best. This is a good opportunity for me to get to know your audience as well as how you want your audience to perceive you.

### 4. MINOR FIXES OPTION // \$200+

One time fee. This option is mainly for businesses who have gone through a management transition for their website or need quick, one time updates. It would mean your website is still functioning and up to your standards. It only needs a few updates or add ons but overall you would prefer to keep the style and how it works now. Before

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deciding on this one time option, I recommend checking into the monthly services to see if that might better suit your company's needs.

## MONTHLY RECURRING SERVICES OFFERED:

**All contracts will be on a 3 month basis with an evaluation before starting a new contract. I can guarantee all minor changes can be completed within 2 business days. All high maintenance requests will start within 3 business days and be completed as soon as possible.**

5. I WANT IT ALL AND MORE // \$650+ MONTHLY

This is a new option. Strong rating on google and strong search engine optimization (SEO). Consistent checks that all functions on the website are working properly. Everyday updates or as needed updates for your organization on your website & social media pages. Must have trusted employee(s) to pass along information/content that needs to be added/used for social media. Includes a comb through of current social media and updates or creation from scratch depending on the situation. Connection and utilization of key words to better optimize your online presence. Guaranteed 5+ posts a week on social media platforms beneficial to your business and intention to keep growing your social media following. \*Ask about our content creation option\*

6. WEBSITE MANAGEMENT ONLY // \$300+ MONTHLY

This option is just for businesses who want to guarantee their website is maintained. Updates will be issued in a timely manner and all backend maintenance or recommended improvements completed.

7. BOTH WEBSITE AND SOCIAL MEDIA MANAGEMENT // \$400+ MONTHLY

This option will include everything for website management only option from above and minimal social media management. 3+ posts a week guaranteed, must have trusted employee(s) to pass along information/content that needs to be added/used for social media. \*Ask about our content creation option\*

8. SOCIAL MEDIA MANAGEMENT // \$250+ MONTHLY

This option will only supply social media management for pre-discussed social media platforms that are beneficial to your niche. 4+ posts a week. \*Ask about our content creation option\*

**Let's connect and elaborate to design a project that will directly service all your needs.**

## Examples:

\*\*\*I would like to note that some of these projects may have experienced change after our contract ended.\*\*\*

[General Student Resume \(zoeearrington.wixsite.com\)](http://zoeearrington.wixsite.com)

[www.unityhealthhmb.com](http://www.unityhealthhmb.com)

[www.zstylesboutique.com](http://www.zstylesboutique.com)

[www.oceanbreezembosc.com](http://www.oceanbreezembosc.com)

[www.bhsva.org](http://www.bhsva.org)

[www.docusystemsinc.com](http://www.docusystemsinc.com)

[www.arringtonpaving.com](http://www.arringtonpaving.com)

### Analytics

[View All Reports](#)

Your key stats for the last 30 days

[+ Add stats](#)



Updated now [Refresh](#)

Get analytics and reports on the go with the Wix Owner app. [Get the App](#)

I use my social media as a creative outlet. If you would like to refer to it as a loose example, my Instagram is @zoarri. The Instagram I use for my foster animals is @perfect\_additions.

