

Services & Pricing Guide



Sandra Lee Creative Website Solutions for Nonfiction Authors

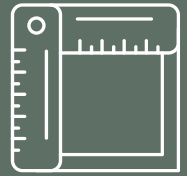
Thank you for taking the time to explore working together. This guide covers everything you need to make a confident decision: what's included in each package, what it costs, how the process works, and what to expect at every step.

If you have questions after reading through this document I'd love to connect.

You can schedule a no-pressure consultation call to discuss options or have your questions answered using the link below.

[Schedule a consultation](#) →

Website Design Packages



1 VIP Day - The Refresh

Fast, focused, high-impact.

Your website has been quietly falling behind. Let's fix that in a single, dedicated day of hands-on design and strategy. No months-long project.

2 Foundation Package

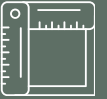
Your professional home base, built right from the start.

A clean, strategic website that reflects your authority and gives your readers and event organizers exactly what they need to find — and trust — you.

3 Momentum Package

A complete brand and web presence, built for visibility and longevity.

A full-service engagement for the author or speaker who wants a partner, one process, and a finished product that works as hard as they do. Brand identity, website design and development, professional copy, and a visibility engine — built together and launched with intention.



VIP Day – The Refresh

🕒 1 dedicated day (+ one-week prep)

Fast, focused, high-impact.

You don't need a full rebuild — you need someone to come in, clear the backlog, and make your site feel like you again.

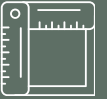
The VIP Day is a single, dedicated day of hands-on website work. Before we start, we'll spend time together mapping out your priorities so every hour counts. Then I get to work: refining your layout, sharpening your messaging, fixing what's broken, and elevating what's almost-there.

What's Included:

- ◆ Pre-day strategy call to audit your site and build your priority list
- ◆ 6 focused hours of live design and technical updates
- ◆ One week of email support for minor follow-up tweaks

This is for you if your website has been quietly falling behind and you're ready to fix it — without a months-long project.

Investment: \$1,400



Foundation Package

🕒 4–6 weeks

Your professional home base, built right from the start.

Your readers and event organizers will Google you. What they find matters. This package gives you a clean, strategic website that reflects your authority, without requiring you to become a tech expert to maintain it.

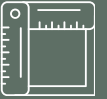
We start with a discovery call to understand your goals, your audience, and where you're headed. From there, I handle the architecture, design, and setup — you provide your content, and I make sure it lands the way it should.

What's Included:

- ◆ Discovery call and brand audit
- ◆ Up to 7 pages, strategically structured around your core message
- ◆ (Home, About, Books, Contact, and more)
- ◆ Brand integration: your typography, color palette, and visual identity, configured with care.
- ◆ Email marketing setup and lead magnet integration
- ◆ 30 days of post-launch management

You bring the content. I build the architecture around it.

Investment: \$4,200



Momentum Package

🕒 12–16 weeks

A complete brand and web presence, built for visibility and longevity.

This is for the author or speaker who wants a partner, a cohesive process, and a finished product that works as hard as you do — from the first Google search to the speaking inquiry to the book sale.

The Momentum Package is a full-service engagement. We build your brand identity, write your core website copy, design and develop your site, and equip you with the marketing assets you need to show up with confidence from day one.

What's Included:

Website & Brand

- ◆ Website design and development, up to 20 pages
- ◆ Full brand identity: logo, visual style guide, and brand assets
Professional copywriting for your core pages, with keyword research and implementation
- ◆ Competitor and market analysis
- ◆ Email marketing setup and lead magnet integration
- ◆ 30 days of complimentary post-launch care

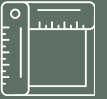
Authority Assets

- ◆ Speaker one-sheet (branded PDF)
- ◆ Author bio (short and long versions)
- ◆ Book description (branded PDF)
- ◆ Amazon A+ page design (if applicable)

Visibility Engine

- ◆ Branded email marketing template, list configuration, and automated post-launch nurture sequence
- ◆ 30 days of social media launch content with coordinated graphics

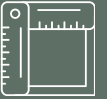
Investment: starting at \$9,500



Standard in all Packages

Every project includes the following non-negotiables:

- ◆ Responsive design: your site looks great on phones, tablets, and desktops
- ◆ WordPress hardening: security setup to protect against hackers and spam
- ◆ Performance optimization: image compression and caching for fast load speeds
- ◆ SSL configuration: your site shows the "Secure" padlock in all browsers
- ◆ Social integration: connecting your social feeds and share buttons
- ◆ A Google Drive Project Hub: a structured workspace with guided page templates to organize your copy and assets from day one
- ◆ Accessibility-aware build practices
- ◆ SEO foundations: indexing, metadata, and analytics readiness
- ◆ Website post-launch walkthrough and training
- ◆ Defined next steps for ongoing care or management



Website Design Enhancements

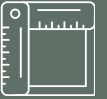
All add-ons can be paired with any package or purchased as standalone services. You build exactly the support you need.

Content & Copy:

- ◆ **Additional Pages** - Need more room? Each additional page is built to the same standard as the rest of your site. (\$300/page)
- ◆ **Copy Refresh Hour** - A focused, collaborative hour to sharpen your headlines, tighten your calls-to-action, and make your words work harder. (\$250)
- ◆ **Lead Magnet Design** - A professionally designed PDF (checklist, guide, or workbook) to grow your email list and deliver immediate value to new subscribers. (\$450)

Post-Launch Support:

- ◆ **Monthly Care Plan:** After your complimentary 30-day period, let me handle the tech. Includes security monitoring, weekly backups, and monthly small-task support. (\$75/month)
- ◆ **Post-Launch Strategy Session:** A 60-minute call held 30 days after launch to review your analytics, assess what's working, and optimize for conversions. (\$300)



Website Design Enhancements (cont)

Authority & Visibility

- ◆ **Amazon A+ Page Design:** A professionally designed product page for your Amazon storefront. (\$600)
- ◆ **Email Nurture Sequence:** Branded template, list configuration, and an automated post-launch sequence to welcome and warm your new subscribers. (\$750)
- ◆ **Social Launch Kit:** 30 days of social media launch content with coordinated graphics. (\$350)
- ◆ **Authority Asset Bundle:** Speaker one-sheet, branded author bio (short and long versions), and book description — everything you need in branded PDFs for speaking inquiries, podcast appearances, and media opportunities. (\$650)

Or individually:

- ◆ Speaker One-Sheet (\$250)
- ◆ Author Bio: Short and long versions (\$250)
- ◆ Book Description PDF (\$250)

Save \$100 when purchased together.

Website Management



Your site, protected and maintained so you can focus on your work.

Your website is a living asset. This plan keeps it secure, fast, and running smoothly in the background while you focus on writing, speaking, and growing your platform.

- ◆ WordPress core, theme, and plugin updates
- ◆ Daily backups and one-click restore
- ◆ Uptime and performance monitoring
- ◆ Security and malware monitoring
- ◆ Broken link monitoring
- ◆ Transactional email support for form deliverability
- ◆ Agency premium plugin licenses, as needed
- ◆ Monthly status summary so you always know your site is healthy

Investment: \$75/month



Website Management Enhancements

- ◆ **Analytics Reporting:** A monthly report covering your traffic, top-performing pages, and audience behavior, with plain-English notes on what it means for your site. (\$75/month)
- ◆ **Hosting:** Reliable, managed hosting to keep your site fast, secure, and always online. (\$20/month)
- ◆ **Support Hours:** Need something updated, tweaked, or changed? Pre-purchased time blocks mean you're never waiting for a quote or scrambling to find help. (\$425 for 5 hours)
- ◆ **Monthly Strategy Call:** A 30-minute check-in to review your analytics, talk through what's working, and identify your next priority. Best paired with the Analytics add-on. (\$75/month)

Frequently Asked Questions



1 How long will my project take?

Every project is different, but here's a general guide:

- VIP Day: Completed within 24 hours (following a one-week prep period)
- Foundation Package: 4–6 weeks from your project start date
- Momentum Package: 12–16 weeks, depending on the depth of copywriting and branding work

2 Who owns the website when we're done?

You do, completely. During our kickoff call, we'll walk through setting up any necessary accounts so everything is in your name and under your control from day one.

3 What if I'm not technical?

That's exactly why the training and handoff process is built into every package. You'll receive a guided walkthrough of your new site plus a video library of short tutorials — how to update a photo, edit a paragraph, check your analytics — so you never need to touch a line of code. And if you'd rather hand the tech off entirely after launch, our Website Care Plan keeps everything running smoothly in the background while you focus on your work.



4

What platform will my website be built on?

All websites are built on WordPress. I find WordPress to be flexible, scalable, and well-supported, which means your site can grow with you long after our project wraps up.

5

Do I have to pay for everything upfront?

No. I offer standard structured payments for each website design package, with an option for an extended payment plan to make your investment more manageable, if needed.

A non-refundable retainer is required to hold your place on my calendar.

6

What happens if my project stalls?

Life happens. But to protect the quality and timeline of every client's project, I do have a project pause policy: if content or feedback is delayed by more than 14 days, the project is placed on hold and a restart fee may apply to re-enter the production queue. I'll always give you a clear heads-up before that happens.

7

I have more questions.

That's exactly what a consultation call is for. No pressure, no pitch; just a relaxed 30-minute conversation to get your questions answered and help you figure out if we're a good fit. You can schedule a time [right here](#).