

# WEB DESIGN

## WHAT'S INCLUDED IN EVERY PACKAGE:

Every Big 7 brand identity begins with thoughtful creative direction and ends with a brand you can actually use.

- Every package includes:
  - Creative direction + brand consultation
  - Custom logo design
  - Primary logo
  - Secondary logo variation
  - Favicon / icon
  - Curated color palette
  - Font pairing
  - Multiple logo color variations
  - High-resolution logo files



# THE LANDING *\$450*

For the business that needs a polished online home, without a giant website.

A one-page website that puts everything your audience needs in one intentional, easy-to-navigate place.

## WHAT'S INCLUDED

- One Custom Page
  - A scrolling website with sections strategically designed around your business and goals.
- Custom Design
  - Your site will be designed around your brand rather than feeling like another template.
- Mobile Optimization
  - Your website will be designed to look and function beautifully across devices.
- Basic SEO
  - Foundational SEO elements including page titles, descriptions, and structure.
- Stock Image Sourcing
  - Thoughtfully selected stock imagery when additional visuals are needed.

Best for: New businesses, service providers, creatives, and entrepreneurs who need a professional online presence without a full multi-page build.

# THE STORY

\$725

For the business with more to say.

The Story gives you the space to introduce your business, explain what you do, showcase your work, and guide potential clients toward working with you.

## WHAT'S INCLUDED

- Everything in The Landing, plus:
- 3–5 Custom Pages
  - Choose from pages such as Home, About, Services, Portfolio, Contact, FAQ, or others that make sense for your business.
- Strategic User Experience
  - Your pages and content will be organized to guide visitors naturally through your site.
- Custom Service / Portfolio Sections
  - Thoughtful layouts designed to showcase your offers, projects, testimonials, or work.
- Enhanced SEO Setup
  - Additional on-page SEO optimization across your core pages.
- Calls-to-Action
  - Strategically placed buttons and links designed to make the next step clear for your visitors.

Best for: Growing businesses, creatives, and service providers who need more room to tell their story and showcase what they do.



# THE FULL SITE *\$1250*

For the business that needs its website to do more.

This is your fully developed website experience, with room for your story, your services, your work, and everything else your business needs to grow.

## WHAT'S INCLUDED

- Everything in The Story, plus:
- Up to 10 Custom Pages
  - A complete website with room for services, portfolio, about, blog, resources, FAQs, contact, and more.
- Website Strategy
  - We'll map out your pages, content hierarchy, and user journey before we begin designing.
- Advanced Custom Layouts
  - More flexibility for unique sections, interactive elements, service pages, portfolios, and other custom needs.
- Blog or Resource Setup
  - A styled blog or resource section that gives you room to continue growing your content.
- Expanded SEO Foundations
  - A more comprehensive SEO setup across your website.
- Launch & Quality Check
  - Final responsive checks, links, buttons, forms, and functionality before your website goes live.

Best for: Established businesses and brands with multiple offers, services, projects, or content that need a website built around growth.