

**The Webcraft Company**

# **Experience Guide**

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# Table Of Contents

- 03** About Us
- 04** Core Offerings
- 05** Website Design + Development
- 06** Digital Marketing
- 07** Copywriting
- 08** Website Maintenance
- 09** Collateral
- 10** Our Process
- 11** Homework
- 13** Pricing Guide
- 17** Terms and Conditions

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# About Us

The Webcraft Company is full-service digital creative agency that specializes in website design + development, website maintenance, copywriting, and digital marketing with a strong focus on industry-specific creative concepts. We are committed to creating modern, user-friendly websites that encompass exactly who you are and provide your target market with the best experience of your brand. We prioritize your business goals, ensuring your website can be easily found online, maintained, and converts visitors into paying customers.

We are passionate about creating content of outstanding value that speaks to the people you can help the most. When you have noticeably invested in your own materials, your customers will feel more confident investing you -- that is where we come in! We are design, data, and damn-passionate driven to get you a strong, consistent online presence that translates clicks into revenue.

## About Jessika

Jessika has a bachelor's degree in early childhood education, a bachelor's degree in accounting and finance, a master's degree in organizational leadership, an MBA in project management, and is a PhD doctoral candidate in organizational psychology.

She has been a ghostwriter/editor and an expert copywriter for over 15 years and has been a full-stack developer for over 10 years. She is also certified in Google Analytics IQ, Google AdSearch, and Inbound Marketing from HubSpot. Her wide range of expertise puts her in a great position for running and managing a creative agency - she is creatively data-driven, keeps up with industry standards and secrets, and leads through education.



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# Our Core Offerings



## **WEBSITE DESIGN + DEVELOPMENT**

Your website is often the first interaction potential customers have with your business. Let's make sure you have a website that is visually appealing, easy to navigate, and informative. The Webcraft Company can help you build a web presence that accurately reflects your brand and drives results.

## **COPYWRITING**

We specialize in creating content of outstanding value that speaks to the people you can help the most. We rely on the pulling-power of advertising copy; writing result-oriented ad copy must appeal, entice, and convince consumers to take action through harnessing their most deepest feelings. At each level, the ad copywriting style needs to change.

## **DIGITAL MARKETING**

Digital marketing is the overall effort of your online marketing. This includes Google search, social media and email marketing. The Webcraft Company helps your business set up a successful digital marketing campaign using any platform of your choice or you can take our word on what would work best for you and the industry you are in. No matter what combination of marketing services you choose. SEO + SMO + SEM best practices are always implemented.

## **WEBSITE MAINTENANCE**

Who cares if your website is maintained? Search engines, hackers, customers, and you should too. A healthy website will continue to drive attention and customers to your business. We offer a variety of packages, integrations, and we alter the package to your businesses specific needs.

# Website Design



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Each project is unique and is personalized based on your needs and industry. The Webcraft Company is committed to creating modern, user-friendly websites that encompass exactly who you are and provide your target market with the best experience of your brand. We prioritize your business goals, ensuring your website can be easily found online, maintained, and converts visitors into paying customers. We use Wix, Wordpress, Shopify, Squarespace, and Weebly.

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- Consistent Branding
- On-Target Messaging
- Engaging Content
- Easy to Use Navigation
- Proper Site Structure / Site Map
- Website Speed
- Proper Title Tag Optimizations
- Optimizing Images Correctly
- DA Compliance
- Mobile Usability & Responsive Design

**WE INCLUDE  
INDUSTRY SPECIFIC  
INTEGRATIONS  
AT NO ADDITIONAL COST**

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All projects include:

## **UX (USER EXPERIENCE)**

- Competitor + Industry Analysis
- Customer Analysis and User Research
- Product Structure and Strategy
- Content Development
- Prototyping and Wireframing
- Testing and Iteration

## **UI (USER INTERFACE)**

- Customer Analysis
- Design Research
- Branding and Graphing Development
- User Guides and Storylines
- Interactivity and Animation
- Adaptation to all screen sizes

Coming Soon Page, Brand Guide, 2 months Support, Back-end and front-end SEO+SMO best practices, Training, Google Analytics + Google Business, HTTPS Security, Hosting Set-Up

# Branding



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Your brand is the identity of your business - the vision, mission, values, and the long-term and short-term goals. A well generated brand not only allows you to charge more, it serves for your business to earn a larger share of your market, generate customer loyalty and distinguish your business from the competition. We do this by focusing on the purpose, profit, and positioning. To build a brand we are as clear, precise, and as simple as possible, we focus on the customer experience, we put a lot of effort into the visuals, we over-analyze the brand identity or the personality of your brand, and we make sure that you stand out from your competition.

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**All projects include:**

- Logo (and all applicable logo variations)
- Comprehensive Brand Guidelines
- Brand Vision Board
- In-depth Brand Strategy
- Branded Collateral
- Branded Pitch Deck
- Website Recommendations

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Each brand is created with the idea that every brand has the opportunity to become a legacy. We use a strong storytelling component, a strong consideration for the target audience, and by using a creatively data-driven approach to the content.

# Digital Marketing



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Digital marketing is the overall effort of your online marketing. This includes Google search, social media and email marketing. The Webcraft Company helps your business set up a successful digital marketing campaign. No matter what combination of marketing services you choose. SEO + SMO + SEM best practices are always implemented.

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## SOCIAL MEDIA

- Facebook
- Instagram
- LinkedIn
- Twitter
- Blog / News Articles
- YouTube
- Develop Brand Awareness
- Build Relationship Engagement
- Increasing Exposure
- Page Monitoring + Responding
- Boost Ad Management
- Original Content Creation
- PPC
- B2B / B2C
- Ad Creation
- Ad Partner
- Conversion Tracking
- Intentional Posting

Our full-service digital marketing agency offers flexible and custom social media management pricing. Please contact us for details.

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## EMAIL MARKETING

- Email Design + Copy
- List Management
- Analyze Reports
- Content Development
- Promotion + Retention
- Acquisition

Packages are fully customizable, are dependent on your business's needs and are always full-scale and KPI driven.

# Copywriting

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We specialize in creating content of outstanding value that speaks to the people you can help the most. We rely on the pulling-power of advertising copy; writing result-oriented ad copy must appeal, entice, and convince consumers to take action through harnessing their most deepest feelings. At each level, the ad copywriting style needs to change. This is because the way a potential buyer looks at your product, and the information they need as a result, always changes as they learn more. When the sales target starts along the customer journey, they need only basic product information, but as they progress through the sales funnel until a purchase is made, they will need to learn about other things.

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- Sales Funnel Copywriting
- Direct Response Copywriting
- SEO + SMO Copywriting
- Thought Response Copywriting
- Content + Creative Copywriting
- E-Commerce Copywriting

When you have noticeably invested in your own materials, your customers will feel more confident investing you -- that is where we come in! We are design, data, and damn-passionate driven to get you a strong, consistent online presence that translates clicks into revenue.

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Content is about informing and educating your audience.  
Copywriting is about persuading your audience to buy/take action.

Content is about building trust.  
Copywriting is about selling that trust by telling a story.

Content is business communications with concise, consumer-friendly language.  
Copywriting is your brand story told with strategically targeted content.

Content is writing.  
Copywriting combines writing, sales, and psychology to increase conversions.

# Website Maintenance

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Who cares if your website is maintained? Search engines, hackers, customers, and you should too. A healthy website will continue to drive attention and customers to your business. We offer a variety of packages, integrations, and cater the package to your businesses specific needs.

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## ONE

Direct Email/Phone Support, Daily Content Management , Updated Monthly Copywriting, Blog Management, Web + Graphic Design, Subscription Management

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## TWO

Weekly Email Support, Weekly Content Management, Monthly Updated Copywriting

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## THREE

Monthly Email Support, Monthly Content Management

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All maintenance packages include:  
Monthly reports, SEO + SMO updates including back-end and front-end keyword updates with keyword research, updated google search console, sitemap updates search intent + schema markups with data reports, performance optimization, security monitoring

# Brand Collateral

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Brand collateral ranges from packaging and print to business cards and brochures - and is about getting your brand noticed and strengthening the bond between your company and your customers. Marketing collateral design is a very important element in the overall branding process and is essential to your company's marketing communication plan.

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|-----------------------|------------------------------------|
| Newsletter Design     | Email Signatures                   |
| Menu Design           | Email Marketing Templates          |
| Resume Set            | Invitations                        |
| Social Media Graphics | Wedding Kits                       |
| Social Media Icons    | Special Event Kits                 |
| Custom Presets        | Business Cards (including virtual) |
| Infographics          | Letterheads                        |
| Employee Handbook     | Invoices                           |
| Brochures             | Presentations                      |
| Posters               | Labels                             |
| Ticket Design         | Media Kits                         |
| Workbooks             | Company Fact Sheets                |
| Pitch Deck            | Presentations                      |

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Don't see what you need? Contact us.

# Our Process

We pride ourselves on our process and going through the steps to bring you a seamless experience from start to finish! While this is our process for website development, rest-assured the seamlessness carries over into all services provided by The Webcraft Company and we will be there to answer questions and offer help every step of the way.



## **INSPIRATION + BRANDING**

After our initial brainstorming session, we will go through a series of questionnaires so we can learn the ins and outs of your brand. We want to know the who, what, where, when, and the why of your business. To get an idea of your visual likes and dislikes, we will ask you to contribute to a Pinterest board where you will collect images, fonts, colors, etc., so we can reference it when we are creating your branding guide. This step is the same whether we are creating a brand new website, fixing your current brand, creating a social media strategy, or whether we are only doing your copywriting.

## **CONTENT COLLECTION**

Also known as the client homework. Client homework will be due before start date. We will set you up with an organized cloud folder to upload all of your current copywriting, bios, pictures, etc. During this step we will also be walking you through the admin specs of your site - your URL, your hosting site, etc.

## **WEBSITE DESIGN**

We will use everything we've created together up until this point to start creating your perfect site. On our end, we have been tirelessly creating a market industry report to cross-reference your ideas and content to build a cohesive and responsive experience for both you and your clients/audience.

## **LAUNCH**

We're finished! When we pass the baton over to you, not only will we walk you through your new site, we will also show you how to work the basics of the site and answer any immediate questions and concerns.

# Client Homework

As we work for you, we will need your help. Most of this is required before creative start date and is vital for the success of any project.

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## **DISCOVERY CALL**

Your discovery call is bookable after you send us an inquiry email. During this call we take the opportunity to get to know each other and make sure we vibe. If we do, we can get started right away or set up your creative start date. We are going to go over your origin story and your needs, and we encourage you to ask us questions - quiz us, we love it.

## **SHARED PINTEREST**

We will create a shared pinterest board where we will ask you to pin a 'mood' board of sorts about your brand and what you like including pictures, texts, colors, etc.

## **GOOGLE DRIVE**

We will also create a Google drive where you will upload all of your current materials including photos, logos, copywriting, etc.

## **QUESTIONNAIRE**

We have a few questionnaires that we have you fill out (don't worry, they can be filled out on your computer). These questionnaires act as another reference guide for us and change depending on your services.

## **BRANDING**

We need your current brand info (colors, fonts, etc.) or we can create one for you.

## **RESOURCES**

We need your current URL (and login information), and if applicable we need to set you up with hosting. We take you step by step through this process.

## **ADMIN**

Contracts need to be signed (client creative agreement, communication agreement, contract for service), and invoice needs to be paid (50% is required up front if chosen).

# Our Homework

We hold ourselves up to a higher standard and we expect you to hold us up to a high standard as well. This is just a guide, but do not hesitate to tell us what you need for us all to succeed.



## **DISCOVERY CALL**

Your discovery call is bookable after you send us an inquiry email. During this call we take the opportunity to get to know each other and make sure we vibe. If we do, we can get started right away or set up a date for service. We are going to go over your origin story and your needs, and we encourage you to ask us questions - quiz us, we love it.

## **INDUSTRY ANALYSIS**

The industry you are in tells us what we need to know about the design, the market, and your integrations. We conduct market and industry analysis to find the best course of action.

## **PROCESS**

During your service we will have weekly zoom virtual updates, daily email progress reports, and a specific timeline that we follow that you can hold us up to.

## **GOOGLE DRIVE**

We will watch this Google drive to make sure you are giving us everything we need so there are no surprises.

## **TRAINING**

Whether you book us for monthly services or not, it is important to us that you know how to use your services we have created for you. We also offer 2 or 3 months of support of your site after launch.

## **ADMIN**

Contracts need to be signed (client creative agreement, communication agreement, contract for service), and invoice needs to be paid (50% is required up front if chosen).

## **EXIT**

At launch, we will have a celebratory launch call/zoom after you have received your mailed exit package that includes The Webcraft Company merch, a training book, a brand book, recommendation instructions, and your own brand book.

# Terms and Conditions

## AND EXPECTATIONS

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### **PROJECT SERVICE**

We offer the services listed, but we can always help with whatever else you need. Just ask.

### **PRIVACY**

Your privacy is of the utmost concern and we always maintain designer/client privileges.

### **PAYMENT**

Payment is vital to our work. We require a 50% deposit for all services . Payment must be made in full before launch date.

### **DEADLINES**

We will always do our best to stay within the designated deadlines and we expect the same from our clients. We also are empathetic to how life happens and maintain amenable to change.

### **CONTRACT**

Our contracts are for both client and designer protection but are amendable under certain circumstances. Nonetheless, our contracts are required for service.

### **CODE OF HONOR**

Honor is at the forefront of how we do business. We will always be honest, transparent and upfront about everything.

**Thank you so much.**

