



# XOMISSE

WEB DESIGN + DEVELOPMENT FOR CREATIVES

SERVICES AND PRICING 2020

## ABOUT XOMISSE

XOmisse is a design and development studio that partners with creative individuals and small businesses who are ready to make a great impression online. Our services primarily focus on the design and development of clean modern sites for the WordPress and Blogger.

While a pretty website is important for first impressions, I believe it should be more than that - it's your top employee promoting your work 24/7 so it should be doing the best job possible. Your brand identity and web design should work together and your site should be developed to be practical, functional and goal-orientated. It should consider you, your content, your readers and your customers. That is why we offer packages that you can customise so you're getting exactly what you need to help your business grow.

Logo Creation

Website + Blog Design

WordPress + Blogger Themes

Brand Identity Design

Social Media Graphics

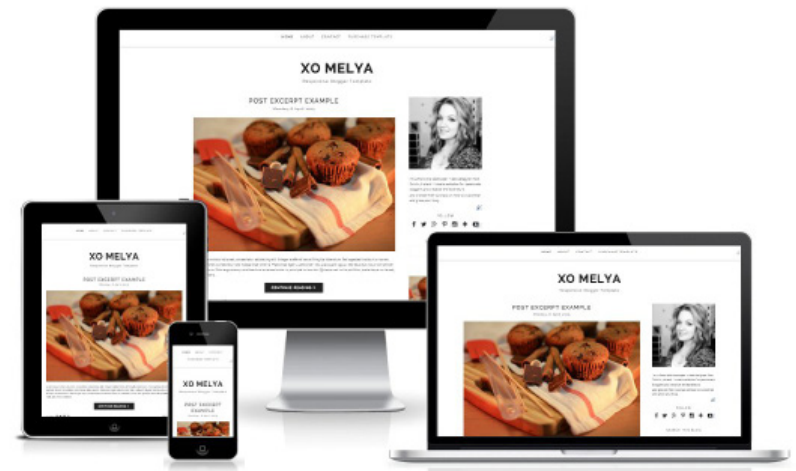
Blog Platform Migration

Rebranding/Brand Refresh

Print + Digital Collateral

Coding Help + Support

**DESIGN IS NOT JUST WHAT IT LOOKS  
LIKE AND FEELS LIKE. DESIGN IS HOW IT  
WORKS – STEVE JOBS**



## CONSULT + CODE

**£40/€50 HOURLY (DISCOUNT AVAILABLE FOR PREVIOUS CLIENTS)**

A LA CARTE DESIGN  
+ DEVELOPMENT

Having trouble with something on your blog, want to update the design or add a new feature? Need advice on something blog related? No problem! You tell us what you want, we'll provide you with a quote and we'll complete the work within one day.

Site Tweaks + Customisations

Security Setup

Blog Platform Migration/Transfer \*

Code Fixes + Functionality Updates

Blog + Social Media Consultation

Domain + Hosting Setup

Speed Optimization

Print + Digital Collateral

SEO + Domain Redirection

If you have a third party template (like a Blogger or WordPress theme created by another designer/developer) some tweaks may be unavailable to you. This does depend on the designer/developer and how the theme was developed so get in touch with the details and I'll try my best to assist you in some way.

\* Blog Platform Migration/Transfer includes the following (typically £200 // 1 full day)

- [WordPress] Install and setup WordPress on pre-purchased web hosting + domain
- Transfer content and images from your old blog to your new blog
- Redirect old blog to new blog (keeps readers and SEO)
- Redirecting old RSS feed to a new feed
- Submit a change of URL to inform Google of change and re-indexing site content (if changing domain)
- Submit sitemap to Google (and other search engines) for SEO
- Installation of a standard theme (or pre-purchased one)
- [WordPress] Installation and configuration of recommended plugins
- [WordPress] Installation and setup of anti-hacking security
- [WordPress] Installation and setup of caching and CDN for speed
- HTTPS setup so your site is secure
- Custom PDF guide about your new platform

# SITE BUILD

**STARTING AT £1300 // 2-3 WEEKS TIMEFRAME**

THEME  
DEVELOPMENT

You provide me with a layered and labeled PSD, Sketch or Illustrator file with all the details of the design. I'll turn it into a live working site – one that's easy to use and customise, responsive, fully functioning and completely custom built for you or your client.

## Blogger or WordPress Theme

- choose blog or website layout and site type (ecommerce, services, portfolio, membership, forum, ecourses, etc.)
- all the features/functionality you need
- mobile version/responsive design
- optimised for search engines (SEO)
- customise theme options panel
- security + backup system

## Installation + Setup

of your new design, recommended plugins, domain and hosting (if needed), and Google Analytics for accurate stats.

## Instruction Guide + 2 weeks Post-Install Support

PDF full of everything you need to know about updating and maintaining your site.

# SITE BUILD + DESIGN

**STARTING AT £4,557 // 4-6 WEEKS TIMEFRAME**

THEME DESIGN  
+ DEVELOPMENT

## Site Workbook

to figure out your layout, sitemap, goals, ideal reader and design needs to ensure the best experience for your readers.

## Strategic Wireframe Layout + Site Mockup Design

to give you a visual idea of your new design before development

## Blogger or WordPress Theme

- choose blog or website layout and site type (ecommerce, services, portfolio, membership, forum, ecourses, etc.)
- all the features/functionality you need
- mobile version/responsive design
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## Installation + Setup

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# FULL DESIGN + BUILD

**STARTING AT £7,130 // 6-8 WEEKS TIMEFRAME**

**BRANDING, THEME DESIGN  
+ DEVELOPMENT**

## Brand + Site Workbook

to figure out your brand identity, layout, sitemap and design needs to ensure the best experience for your readers.

## Logos + Visual Brand Identity Design

with logo variations, colour palette, font guide and graphic elements to maintain a cohesive brand across all areas.

## Social + Biz Kit

with the social media graphics, blog post templates and marketing collateral items you need

## Strategic Wireframe Layout + Site Mockup Design

to give you a visual idea of your new design before development

## Blogger or WordPress Theme

- choose blog or website layout and site type (ecommerce, services, portfolio, membership, forum, ecourses, etc.)
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## GOOD TO KNOW

### PAYMENTS

Price may vary depending on project scope, site size, type of site, features/functionality included, etc. Projects will be invoiced in two parts and payments are to be made via PayPal or bank transfer. The normal payment plan is 50% upfront in order to secure a place on the schedule then 50% before installation, but we are happy to split the payment into smaller amounts if necessary.

### FINAL DELIVERABLES

Depending on what is included in your package, you will receive all design files in PNG, JPEG, EPS and PDF format, workbooks and guides as well as a backup of your theme and a launch PDF/video. PSD, INDD, XD, AI and Sketch files can also be included for an extra fee if you want them in the future.

### CONTENT

It is important to have all site copy/content finalised before design phase, otherwise placeholder content will be used.

### AVAILABILITY

I accept a limited number of clients per year in order to deliver my best work and spend as much time as possible on your project, I will only work on projects I believe are a good fit. Quotes are valid for 30 days and paying the initial fee secures your place in the schedule. Please get in touch for my next availability. Please note that I work 10am-6pm (London time) at Blogosphere magazine Monday -Thursday and complete client work outside of these hours.

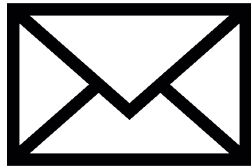
### REVISIONS

Each step in the design process includes two rounds of revisions. Any additional revisions are charged at an hourly rate. A revision is a small to medium modification to a design concept that will move us towards the final design. It is better to review the design concepts and provide a list of revisions so I can complete them in one round.

### CLIENT RESPONSIBILITIES

My process is collaborative, which means we both have responsibilities to help ensure a successful final product. Clients are responsible for completing client homework, providing timely feedback and sending content.

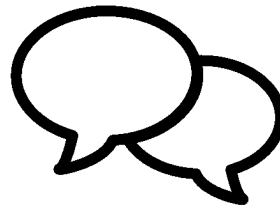
## READY TO GET STARTED?



### 01. REVIEW

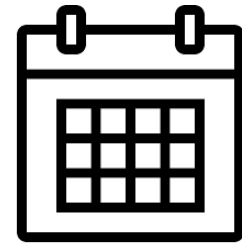
Look over the information in this booklet and check out our [portfolio](#) to make sure we're a good match.

Then fill out [this form](#) or send an email to [design@xomisse.com](mailto:design@xomisse.com) with relevant information.



### 02. DISCUSS

I'll be in touch to discuss your project further and answer any questions you have. Once I have a better understanding of what you need I'll be able to provide you with a quote.



### 03. SCHEDULE

With the contract signed and invoice paid you're booked into the schedule! I'll send you on some workbooks to start the planning process while we wait for your start date to roll around.

Client homework includes the following:

- Pinterest board or Google Drive folder (with a collection of inspiration including color, imagery, logos, branding assets and website layouts used to guide the project direction)
- Outline of site pages + blog post categories
- Completed workbook
- Images used for pages, sidebar and branding collateral
- Finalized copy for site + branding collateral
- Product information + images for e-commerce sites
- Portfolio listing information + images for portfolio sites
- Web hosting and domain logins



## TWITTER LOVE



**Kristiina Craven**  
@KristiinaCraven

It was a pleasure to work with you--thanks again! I'm LOVING it :)



**Efia**  
@the\_chadd

Would like to give a massive thankyou to @misseblog who helped me fix a problem on my blog at 1am. Absolute star.. go follow her!



**Beverley**  
@PckYourPassport

HUGE thank you to @XOmissee who fixed my blog today after I managed to break the homepage 😂 Bye, slider!



**Jenny Ripatti-Taylor**  
@letstalkmommy

Want to get a new blog look, check out what @XOmissee did with mine! I am in LOVE!



**Gemma**  
@MsMakeupMagpie

If you ever need some HTML coding help, you must hire @xomisse - Ellie's such a lovely, helpful person [xomisse.com/support/](http://xomisse.com/support/) #bbloggers



**Beth**  
@Allthngsbutiful

I am soo impressed with the custom design service @xomisse offers #lbloggers #bbloggers



**Audrey W.**  
@thelululinden

You guys, @xomisse is amazing. She helped me with my blog layout & was so patient.



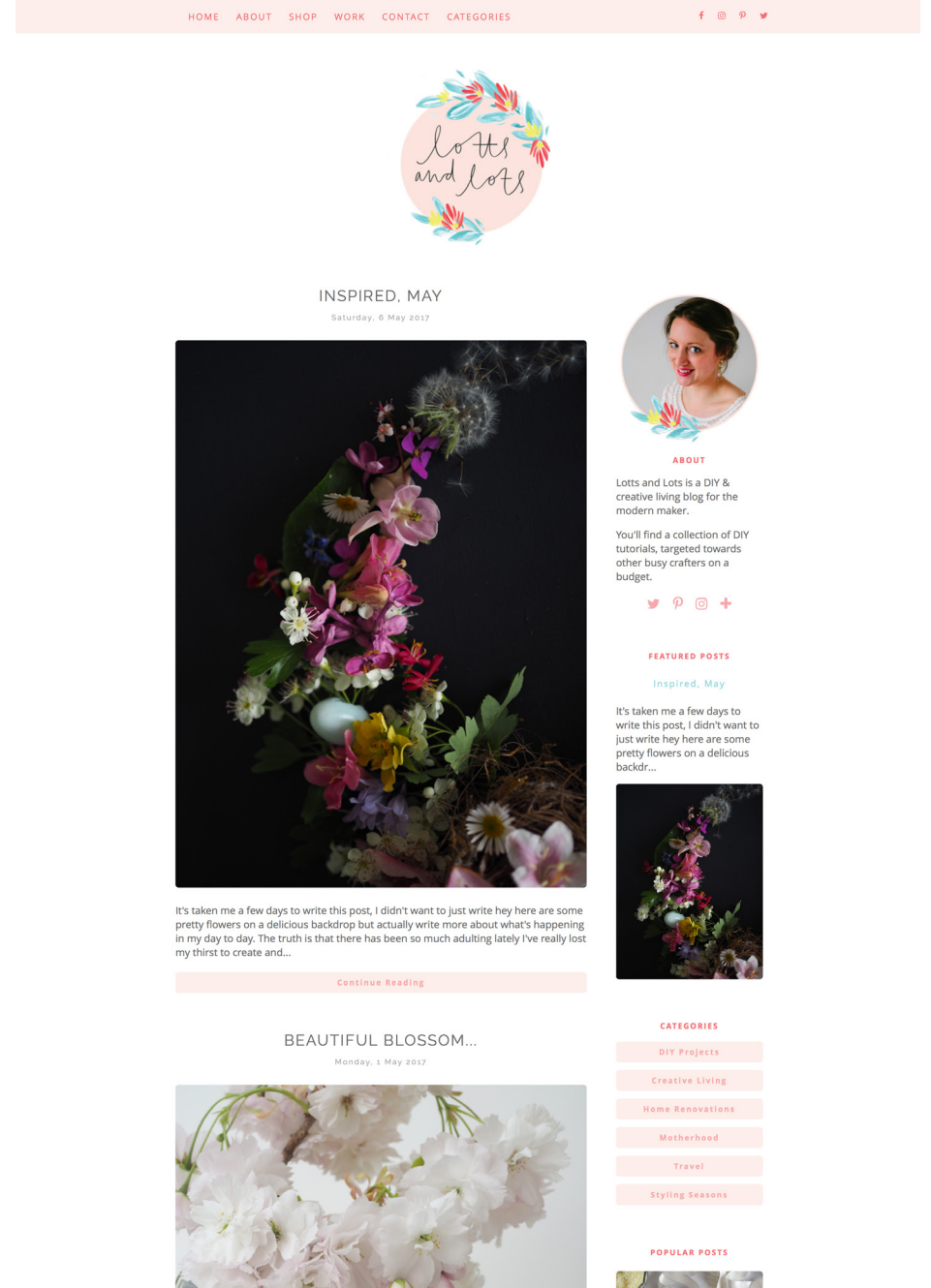
**Where's Mollie?**  
@molliebylett

IT'S LIVE ✨ ✨ ✨ ✨ ✨ ✨ [wheresmollie.com](http://wheresmollie.com) 🎈  
What do you think? {Thank you @XOmissee for bringing it to life}



**Sophie Davis**  
@sophiessuitcase

LOVE LOVE LOVE the new website @molliebylett ! 🌍 ✈️ ❤️



BEFORE & AFTER (BLOGGER)

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# Where's Mollo?

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## Where's Mollo?

**BASED**

A person in a cave with a 'BASED' sign.

**BASED**

A person in a field with a 'BASED' sign.

**BASED**

A lion's head.

**BASED**

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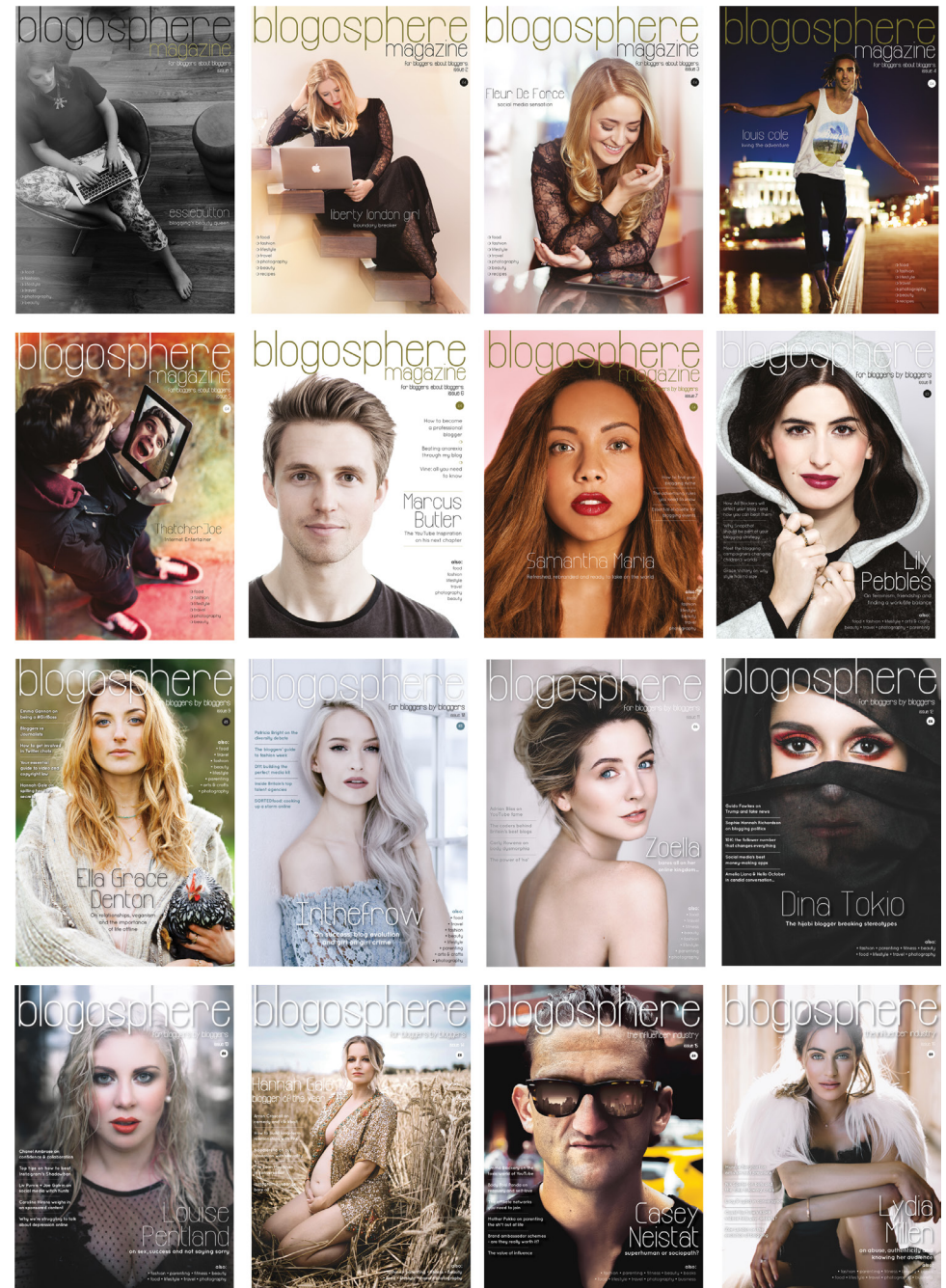
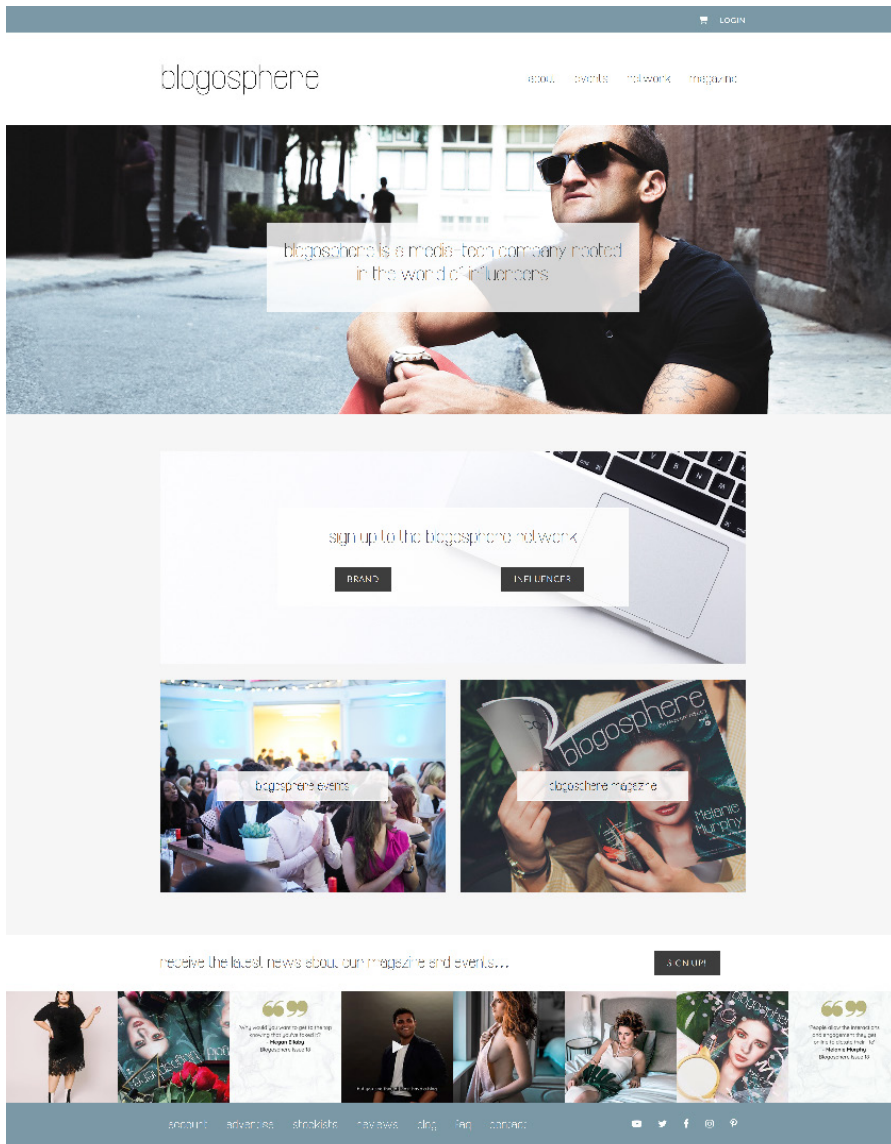
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Where's Mollo?

CUSTOM HOMEPAGE (WORDPRESS)





BLOGOSPHERE (WEB + PRINT)

## ABOUT ELAINE MALONE

### HELLO...

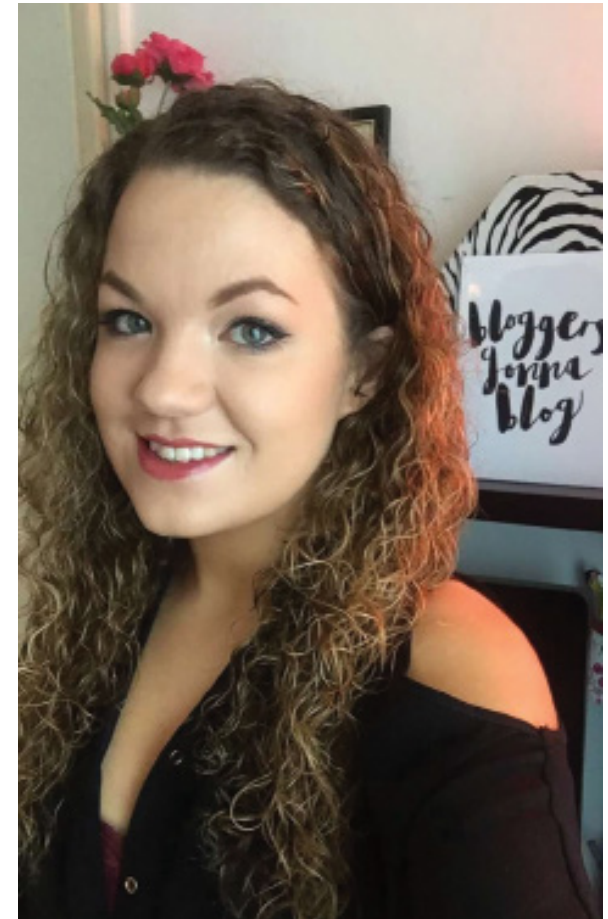
and thank you for your interest in working together. I'm Elaine - the designer, front-end developer and owner behind XOmissee. I have a huge passion for code and am a self-confessed nerd when it comes to web design. I'm from Dublin (Ireland) and currently based in London (UK) but love working with creatives from all over the world.

### EDUCATION & TRAINING

Despite having a Bachelors in Creative Digital Media, the majority of what I do on a daily basis is completely self-taught through research, training and experience. During my degree, I got a fantastic insight into a range of creative areas but I quickly realised that web design and development was my thing. I get to use the creative and logical sides of my brain - I love that!

### INDUSTRY EXPERIENCE

I've been building websites for over 5 years now and blogging for 10. During that time I also had the opportunity to intern at a digital marketing, SEO and web design agency working with clients one-on-one to build beautiful and functional websites that helped take their businesses to the next level. Once I graduated I decided to start my own business and have loved working with other creatives who are passionate about what they do. I spoke at the Blogtacular conference in London about blog design in June 2015 and SEO in Jun 2018, I also gave one-to-one advice at their Creative Genius Bar in June 2016 and June 2017. I'm Creative Director at Blogosphere, Monday to Thursday, designing the layout of each issue of the magazine, writing tech articles and managing the website.



**XOMISSE.COM**  
**@XOMISSE**