



# XOMISSE

WEB DEVELOPMENT FOR CONTENT CREATORS

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

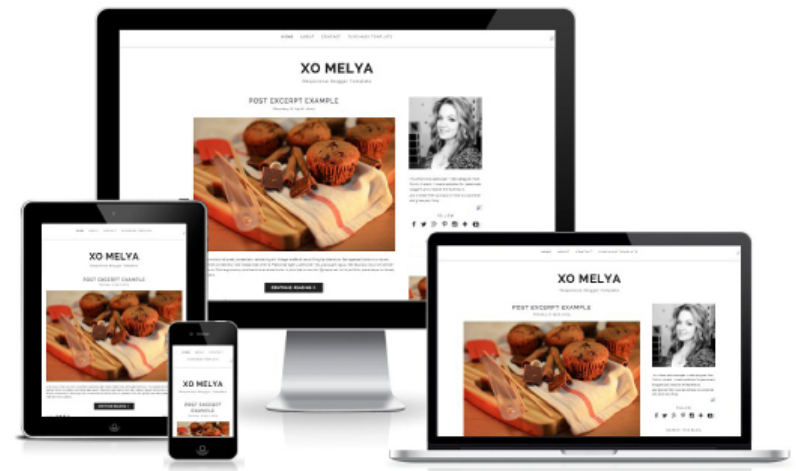
Blog Platform Migration

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

£50/€60 HOURLY (DISCOUNT 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 (typically £200 // 1 day)

- [WordPress] Install and setup WordPress on purchased web hosting + domain
- Transfer content 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 + Bing for SEO
- Installation and basic setup with a standard theme
- [WordPress] Installation and configuration of recommended plugins
- [WordPress] Installation and setup of security to keep your new blog from being hacked
- Custom PDF guide about your new platform

# SITE BUILD

**STARTING AT £1,300 // 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 DESIGN + BUILD

**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
- 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.

# 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.)
- all the features/functionality you need
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## Installation + Setup

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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 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 (like collating inspiration boards), providing required logins, giving timely feedback and sending completed content.

## TWITTER LOVE



**Kristiina Craven**  
@KristiinaCraven

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



**Efa**  
@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 [@xomissee](#) - Ellie's such a lovely, helpful person [xomissee.com/support/](#) #bbloggers



**Beth**  
@Allthngsbutiful

I am soo impressed with the custom design service [@xomissee](#) offers #lbloggers #bbloggers



**Audrey W.**  
@thelululinden

You guys, [@xomissee](#) is amazing. She helped me with my blog layout & was so patient.



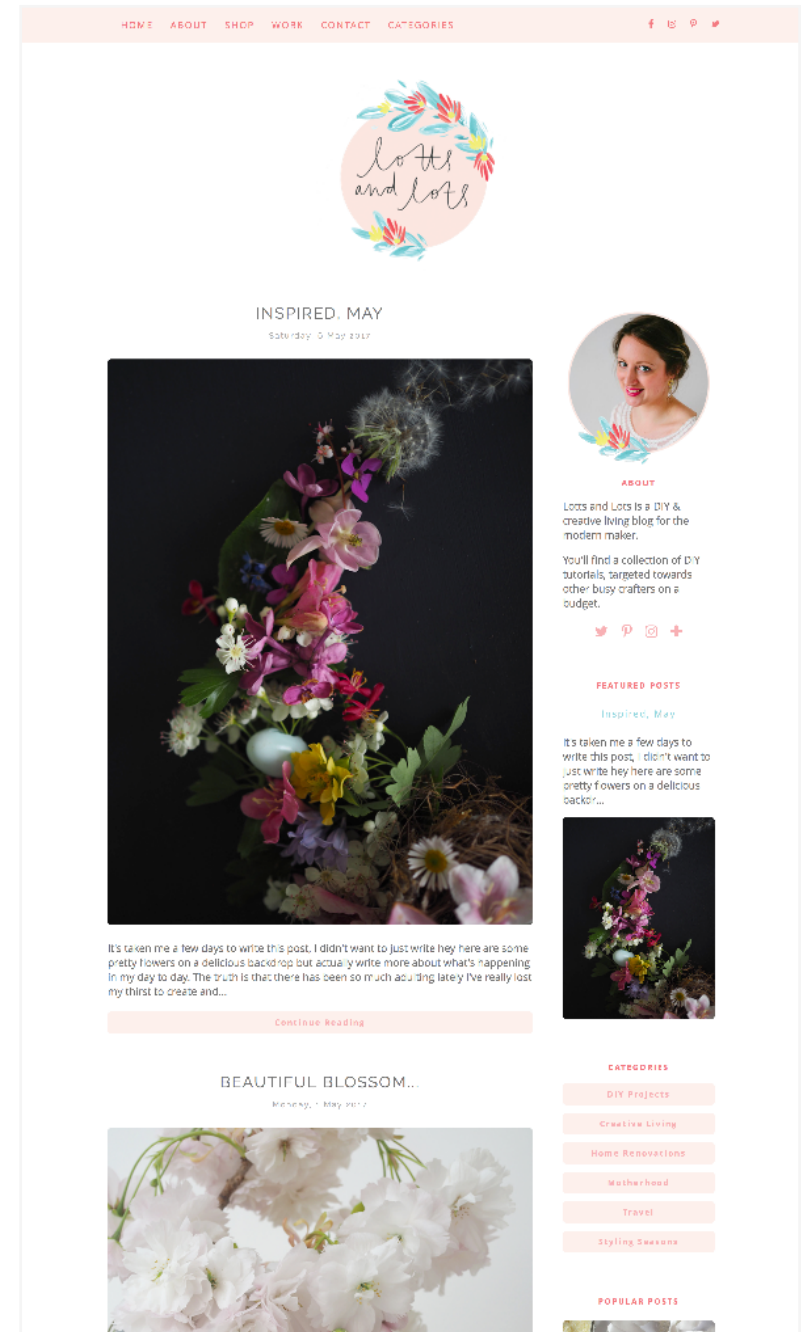
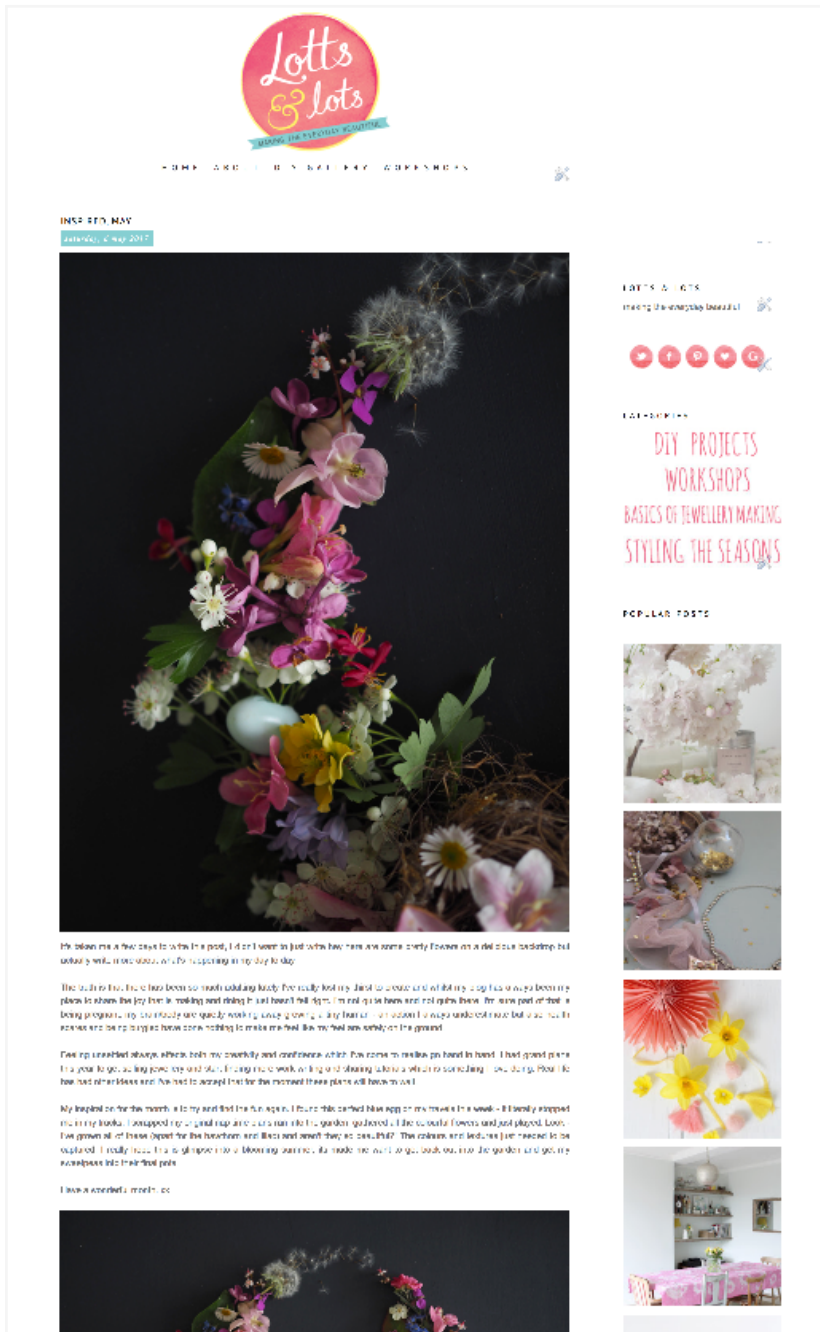
**Where's Mollie?**  
@molliebylett

IT'S LIVE ✨ ✨ ✨ ✨ ✨ ✨ [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)



Aimerose

HOME ABOUT CONTACT FASHION BEAUTY TRAVEL



#### SUNSET BLVD

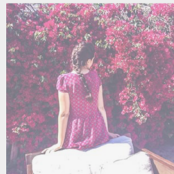
HERE'S WHAT I WORE... Top: Free People | Strappy bra: Free People | Skirt: Motel Rocks | Bag: See By Chloe | Sandals: Sam Edelman | Sunglasses: MIU MIU ... Sunset Boulevard was on my places to visit list and finally I can cross it off! I was totally hoping to spot a celeb or few there but I guess I'm out of luck or they're...

CONTINUE READING

#### FOLLOW AIMEROSE



#### INSTAGRAM



#### POPULAR POSTS



#### CENTURY CITY

HERE'S WHAT I WORE... Dress: Free People | Strappy bra: Free People | Sandals: Sam Edelman | Bag: Marc Jacobs | Sunglasses: MIU MIU ... Century City was on my places to visit list and finally I can cross it off! I was totally hoping to spot a celeb or few there but I guess I'm out of luck or they're...



#### MARC JACOBS DAISY SORBET EDITION

Daisy Sorbet It became a tradition each spring for Marc Jacobs to release a fresh new edition of Daisy perfume line. First there was ...



STYLE LIFESTYLE PEOPLE UK-MADE MENSWEAR ABOUT PRESS

## GREY FOX



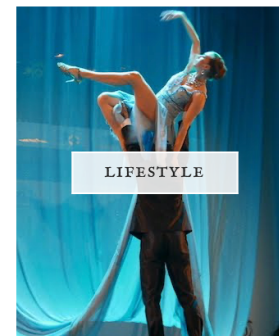
### Crown Northampton: Made to Order Sneakers

Crown Northampton make sneakers in Northampton, England. Every pair is handmade to order, giving you great flexibility...

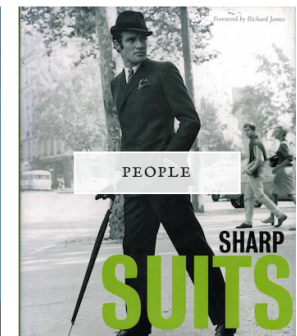
READ MORE



#### STYLE



#### LIFESTYLE



#### PEOPLE

### SHAUN GORDON: BESPOKE TIE MAKER

Monday, 13 July 2020

It's nearly seven years since I last spoke to **Shaun Gordon**, tie maker extraordinaire, here on the blog (link below). An update was long overdue when Shaun agreed to make me a tie just before we were locked down by covid.

Some of you will have seen our meeting on Instagram Stories where Shaun made the tie for me in front of a virtual audience. I wanted to ask Shaun more about his tie-making and how he acquired his remarkable skills.



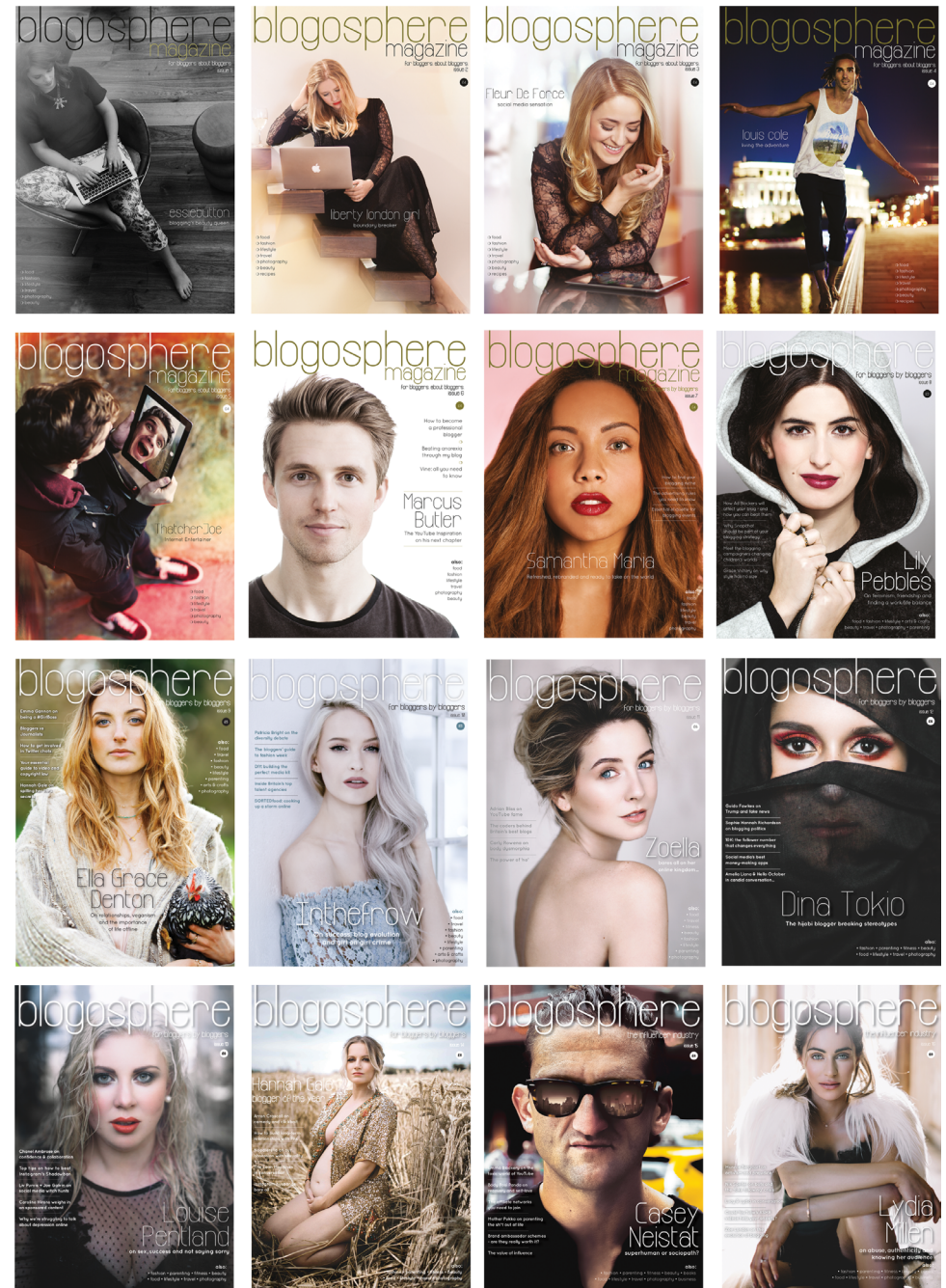
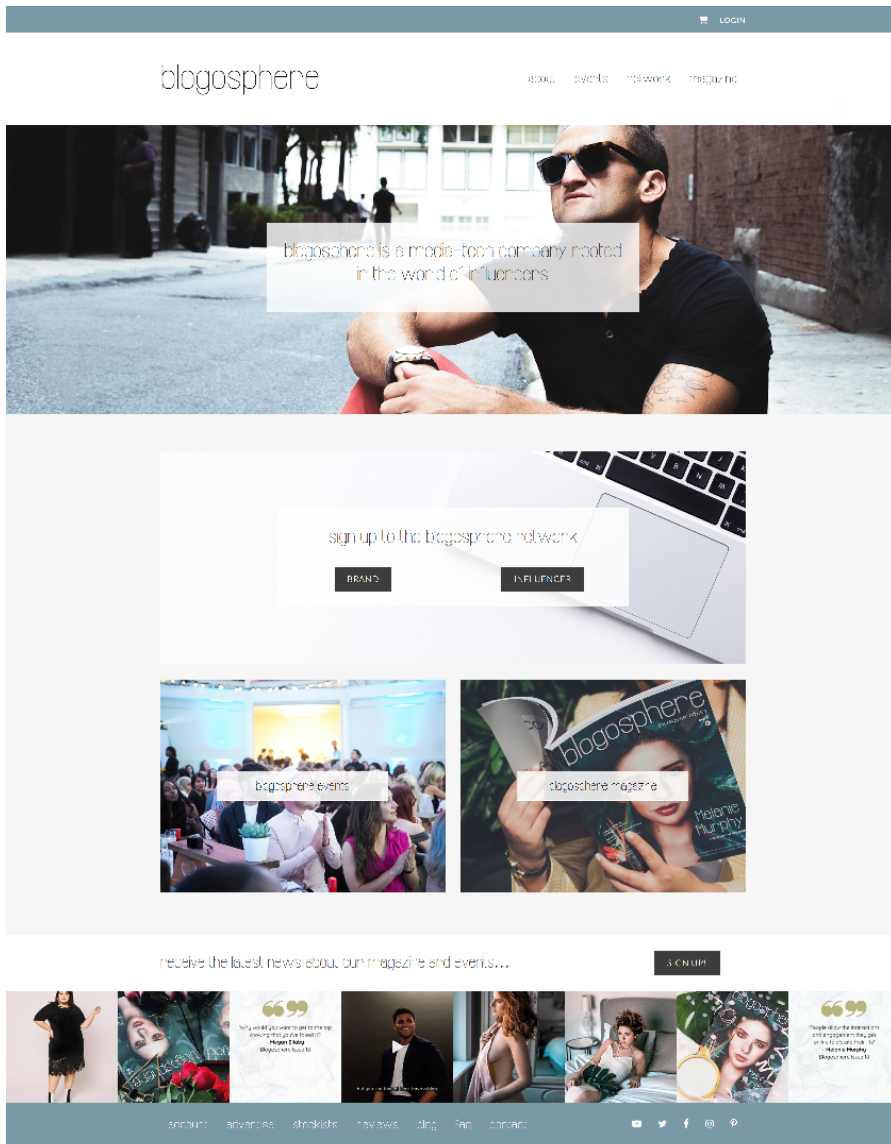
MEN'S FASHION 2019  
FINALIST



#### FOLLOW



CUSTOM THEMES



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 web development and am a self-confessed nerd when it comes to SEO. I'm from Dublin (Ireland) and currently based in London (UK) but love working with creatives from all over the world.

### EDUCATION & TRAINING

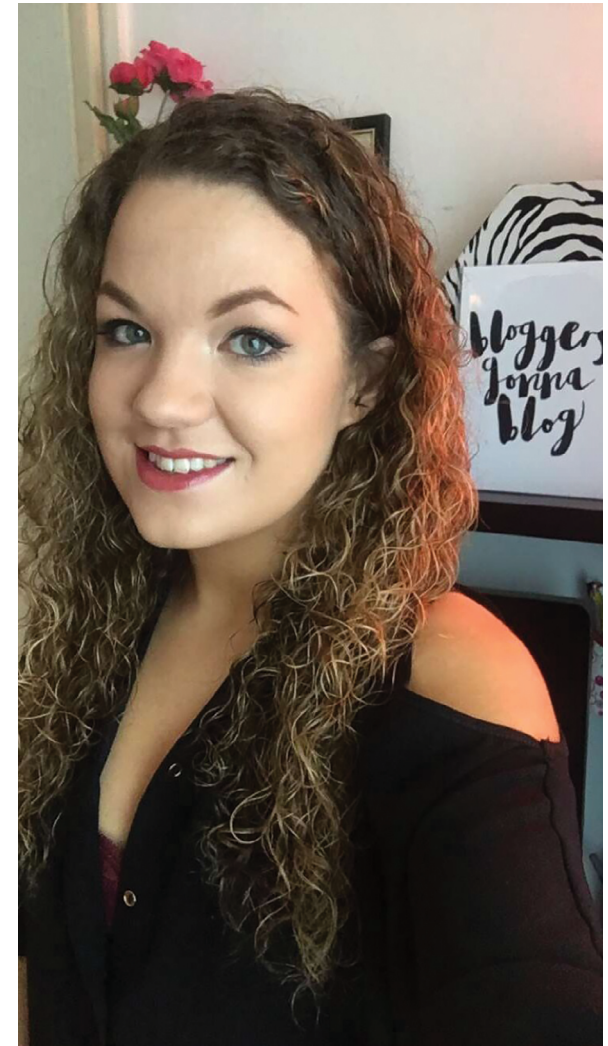
Despite having a Bachelors in Creative Digital Media, the majority of what I do on a daily basis is completely self-taught through research, training and experience. During my degree, I got a fantastic insight into a range of creative areas but I quickly realised that web design and development was my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

### INDUSTRY EXPERIENCE

I've been blogging since 2009 and freelancing since 2013 so I know how important your site is to you. 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, gave one-to-one advice at their Creative Genius Bar in 2016 and 2017, and taught SEO in 2018. I'm also Creative Director at Blogosphere, where I work 4 days a week, designing the layout of each issue of the magazine, writing tech articles and managing the website.

### VALUES

I fully support Black Lives Matter, pro-choice and LGBTQIA+. If you don't share my values, then I may not be the person for you.



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