



DESIGNING THE ROW
Website Pricing Guide



MEET KATHERINE FORBES

Founder and Designer

I believe music speaks when words can't.
I believe design can make people feel things.
I believe in the power of authentic marketing.
I believe everyone needs community and a place to belong.
I believe it takes creativity, determination, and confidence to be successful.

AND THAT'S WHY I FOUNDED DESIGNING THE ROW.

I partner with musicians and creative businesses who want confidence
in their website and online presence.

I am so excited to bring your ideas to life through a new website
and I look forward to working with you on this project!

Katherine

hey@designingtherow.com • 615.430.9170
www.designingtherow.com



FAQ

Why Squarespace?

There are so many benefits to using Squarespace, and that's why I exclusively design Squarespace websites. Not only does the platform provide professional, easy to navigate, and mobile-friendly templates but Squarespace also includes SSL security, various e-commerce options, and blogs with unlimited bandwidth and storage. Another plus? Once the site is launched you can update and maintain content without having any coding knowledge!

What's the difference between my hosting & domain name? Do I need both?

The analogy I always use is this: imagine hosting as your land/property and the domain name as your house. Both serve different purposes but yes, you must have both to have a functioning website!

I have a GoDaddy, Network Solutions, etc. account already.

Great! Squarespace also functions as a hosting service. So, what we will do is replace your hosting plan with Squarespace and "point" your domain to Squarespace (aka stop paying for your current hosting and leave your domain name where it is and I'll take care of connecting it to your new website for you).

I want to sell products/services through my new website, what do I need to know?

Squarespace connects with Stripe and PayPal to accept online payments. I highly recommend Stripe because it allows your customers to experience a branded and seamless checkout experience. PayPal on the other hand forces customers to have or create a PayPal account in order to complete purchases.

When you use Squarespace's e-commerce function all orders are easily accessible through the backend of the website. From there you can find order details, refund customers, mark orders as fulfilled, and add tracking numbers.

What's your process and turnaround time?

I'll work as fast as you do! Meaning, I can't create a website without your vision and content. Once this contract is signed and your deposit is made, I will invite you to a shared Google Drive folder and we will start your sitemap. A sitemap is a list of the pages you want in your navigation and on your site. Once you are clear on your sitemap, it's time to get your content ready. That means adding your logo, images, bio, links, product descriptions and pricing, etc. to the Drive folder.

How much will this cost?

I understand that everyone has different needs when it comes to websites! For that reason I have a build-your-own package pricing format. On the following pages you can select the options that work best for your budget and project! A deposit of half the final cost is due with the signed contract. If for any reason you are unhappy and decide not to launch your site with Designing the Row, your deposit will be refunded 100%.

Designing the Row is not responsible for your Squarespace or domain fees. Those fees will be your commitment and are best to stay in your name and full control.



Customize your website package

SELECT ONE OF THE FOLLOWING BASE PACKAGES

	BEGINNER WEBSITE This package is great for your first release! It includes 6-10 pages and 1 product.	\$800
	BASIC WEBSITE Are you ready to step up your online presence? You're ready for a press kit, news posts, and multiple shop products. This package includes 11-19 pages and 3 products.	\$1500
	ADVANCED WEBSITE This definitely isn't your first website, but you're in need of a fresh look! This package includes unlimited pages and products, detailed music pages, lyric pages, tour photo gallery, advance page for promoters, press page, and more!	\$2500

CUSTOMIZE YOUR WEBSITE WITH THE FOLLOWING ADD ON OPTIONS

	BRAND DESIGN Includes logo design, alternate logo, fonts, colors, inspiration, and textures	\$200
	SOCIAL MEDIA GRAPHICS Includes Facebook Cover Photo, Twitter Header, YouTube Channel Art, Email Template, and Desktop/Devices Screen Website Mockups	\$150
	3 ADDITIONAL PRODUCTS FOR WEBSITE STORE Applies to Beginner and Basic websites only	\$50
	TRANSFER AND REFORMAT Includes WordPress content transfer and reformat and domain transfer and support	\$150
	LAUNCH IN LESS THAN 2 WEEKS Rush Fee	\$200



Client Information & Agreement

NAME

EMAIL

DOMAIN NAME

MAILING ADDRESS

PHONE

BASE PACKAGE

\$

+ ADD ONS

\$

= YOUR WEBSITE PACKAGE TOTAL

\$

DEPOSIT DUE
Half of total

\$

FINAL DUE
Half of total

\$

PROPOSED LAUNCH DATE

Client Sign / Date

Katherine Forbes (Designing the Row) Sign / Date



Payment Details

DESIGNING THE ROW CLIENT PORTAL

Once this contract is returned (pages 3-6) to Katherine at hey@designingtherow.com you will be sent a client portal invitation. In the portal you will find a copy of the signed contract along with an invoice for your deposit. Pay online through invoice with card or print the invoice (print option in top right of invoice) and mail check to:

Designing the Row
Katherine Forbes
9419 Lillian Lane
Brentwood TN, 37027

Deposit due (half of package total) to begin project and remaining balance due on website launch day.

UNDERSTANDING THE SQUARESPACE FEES

Squarespace Personal (Beginner & Basic Website Packages)

If you are not currently on Squarespace, **this fee will replace your current web hosting.** \$12 per month billed annually or \$16 month to month.

Squarespace Business (Advanced Website Package)

If you are not currently on Squarespace, **this fee will replace your current web hosting.** \$18 per month billed annually or \$26 month to month

Domain Names

If you already have a domain name, Designing the Row will use Advanced DNS to redirect your domain to Squarespace. This just means you will continue to renew your domain name as usual. We will not move it. If you'd like to buy a new domain name, Squarespace offers a free custom domain with annual purchase (of their Personal/Business plan).

Squarespace Annual Payments

Discount available for your first year when you pay annually through Designing the Row's Squarespace Circle membership.

I UNDERSTAND SQUARESPACE FEES ARE NOT INCLUDED IN THE DTR DESIGN FEE.

INITIAL:



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