

## ALCHEMY DELIVERABLES CHECKLIST

Here's everything you get with the Alchemy all-in-one website package. How many of these activities does your prospective website designer, copywriter, and/or SEO specialist offer you? Check them off and see how others compare to Blossom Creative.

### ENTIRE PROJECT

- You will get VIP treatment because I work with one client at a time. You'll have the benefit of my full attention and energy during your Alchemy experience.
- Your website, from copy to images to the technical aspects, will be infused with words and energy that convey love, gratitude, and abundance. We have a divinely led approach to creating your sacred digital space. The result is a soulful online presence for your business.
- I spend time with you, energetically, throughout the website creation process. You and your magnificent website are on my mind even when I'm not working (sometimes even in my dreams!). You get the full force of my focus, attention, and divine downloads.
- I tap into my intuition and divine guidance throughout the process, with meditation, deep breathing, and aromatherapy.
- You'll hear back from me usually within a couple of hours (during business hours) if you email, text, or call me.
- One point of contact. One person holding the vision. No more miscommunications or wasted time coordinating with separate experts for copy, SEO, design, and messaging. I'm your one stop shop to bring your vision into life, cohesively and efficiently.
- Organized, efficient project management keeps your website project on track and on time. It also frees up your time to do your work.
- Price quoted is for everything. No hidden costs, surprise fees, or loose ends. Alchemy package price includes the Squarespace Business hosting plan, domain transfer or purchase, and Google Workspace domain email account fees for one year.
- Every facet of your website is worked on by a professional website designer (me) who cares about your success.
- Aromatherapy! You'll get supported with aromatherapy blends from The Blossom Bar™ throughout the website creation process.
- Education! You'll learn how to make typical changes to your website so you don't have to wait for (or pay) someone else to do them.
- Pep talks! Feeling overwhelmed, undermotivated, or procrastinate-y about your website project and gathering the information needed? I'll encourage, inspire, and gently nag as needed to get you back on track.
- You'll get professional advice throughout the process. I'm here for you!

## MESSAGING

- Get expert help to align and clarify your message, goals, and vision for your business.
- You complete a branding questionnaire that will help you clarify your messaging and offerings and showcase your work in a way that compels people to buy.
- We'll work together to develop a strong mission statement and tagline that gives context to your purpose and represents you and your work.
- Develop clear messaging that differentiates you from others, converts website visitors into clients, and extends your thought leadership within your industry.
- Messaging and copy that connects emotionally with your target client and community to build trust.

## SEO

- Expert search engine optimization of your website by an SEO specialist with 20 years experience in the industry.
- Make sure every page of your website gets indexed by Google through set up and integration of Google Search Console with your website.
- In-depth keyword research that uncovers the phrases and terms your ideal customers are using to find businesses like yours.
- In-depth application of keyword strategy on each page of your website that expertly shows Google and your website visitors what the page is about, which will help it rank faster and higher in the search engine results.
- You get to keep the keyword map and research that will help you with future content, blog posts, and social media posts.
- Attract local business with an optimized Google Business Profile set up.
- Get valuable marketing research through analytics and Google Search Console.
- Site architecture that is well-thought out and optimized.
- Includes these aspects of search engine optimization on all pages:
  - In-depth keyword research and strategy
  - Page titles and descriptions
  - Heading tags
  - Optimized page copy
  - Internal linking
  - Image optimization
  - Alt text on all images
  - Call to action
  - Secure HTTPS website
- Mobile friendly design and responsive website that looks good on all size screens.

## COPYWRITING

- Resonate with your ideal clients through my intuitive copywriting approach.
- I approach writing your copy with reverence. I listen to frequency music while writing and apply aromatherapy to calm my mind and body, and open intuitive pathways.
- 750-1,000 words of unique content written for each key page.
- Emotional connection to your audience through my intuitive writing approach that translates your personality, thoughts, and ideas into compelling website copy and tells your story with fluency.
- My intuitive approach to writing and design means that your website will be created holistically, from the heart. The end result is a website that reflects your purpose, personality, and expertise.
- You'll be working with someone who lives in the same world you do, gets what's important to you and your life's work, and can tap into the treasure found between the lines. Your ideal clients see themselves in your website copy because I know which words, pain points, and goals will resonate with them. I speak your language.

## DESIGN

- Branded design that ties together your logo, mission, and personality.
- Website designed from ground up to be business generating and lead capturing.
- Design reflects your soul and mission and paves the way for sales.
- Your thoughts, ideas, and offers are organized on your website so that visitors know exactly what to do next to work with you.
- Design using the latest version of Squarespace.
- Landing page designed for your most profitable product or service focused on converting visitors into sales.
- Includes 8 pages: Home page, 2 Services pages, About page, Blog set up, Contact/Book an Appointment page, privacy policy, and a sales landing page.
- Mobile version of the website is carefully designed for ease of use on mobile devices.
- Design, colors, and high-quality, licensed stock images that reflect your brand and help you stand out in a crowded market.
- Design allows for integrated calendar apps like Calendly or Squarespace Scheduling.
- Unlimited revisions - I revise until you're happy.

## MARKETING

- Each aspect of your website is created with your business in mind. Each page and all elements on each page are crafted to sell your goods and services, show your expertise, and make it easy to buy from you.
- Get a branded landing page where visitors can learn about an event, workshop, give-away, or other marketing activity, and then sign up for it.
- Build your list and extend your reach with a sales landing page and pop-up.

## AFTER LAUNCH

- Make sure you're 100% happy and all questions answered before transferring ownership of the website to you and closing out the project.
- Submit your site to Google Search Console (GSC) to ensure your website is indexed by Google.
- 6 months of maintenance and updates from date of launch:
  - Monitor and resubmit to GSC until your website is indexed.
  - Monitor integrations to social media and GSC and reconnect as needed.
  - Set up redirects to ensure visitors and search engines can find every page, even once the page name has been updated. This practice ensures website visitors and search engines won't get the dreaded "404 error" when trying to access content.
  - Full site backup (copy, visual storyboard, screen capture of each page, custom coding) after launch and at months 3 and 6 so that just in case anything goes horribly wrong, you won't lose anything.
- Google Business Profile set up and optimized to maximize local exposure for your business.
- Training on how to make simple page and copy updates to your website. Training on using Scheduling and Commerce areas if you have added those to your Alchemy project.

## READY TO ELEVATE YOUR ONLINE PRESENCE?

Here at Blossom Creative we have your highest good in mind throughout the Alchemy experience. All of the above features and activities create a powerful, elevated website and are part of the Alchemy website package. I encourage you to book a consultation to learn more about how Alchemy can help you transform your website into your best employee.