

PROPOSAL FOR:

First Last

GOTHAM
PSYCHOLOGICAL
SERVICES

Website design & development



October 2021

HELLO



I'm Mary Maru. I've proudly worked with some of the most respected & prestigious names in media and advertising, including: A&E Television Networks, Meredith Corporation, Ogilvy & Mather and Smithsonian Magazine. I also (just as proudly) collaborate with small-but-mighty companies who serve with heart.

I'm a pro at taking scattered, seemingly all-over-the-place ideas, and turning them into gorgeous creative solutions. Professional, modern sites that convert. Marketing materials that get results. And brand identities rooted in my clients' powerful passion.

IT WOULD BE MY HONOR TO MAKE THAT HAPPEN FOR YOU, TOO.

T H E I N T R O

SOME THINGS I KNOW ABOUT YOU:

- 1 You want a fresher, more modern looking website that better reflects the diversity of your patients and aligns with the DNA of your practice.
- 2 You want a web designer who'll create a user-friendly, mobile-friendly experience that makes it easier for your audience to understand your important message and find what they're looking for quickly.
- 3 You want to hand over your website project to a pro who takes the time to understand your project—and you!—and sincerely wants to help your practice shine.

SOME THINGS ABOUT ME:

- 1 I pour hours of love into my website designs and code, and thrive on working with clients that value my creative work and process.
- 2 Speaking of process, mine is tried-and-true, beginning with your creative brief and ending with launching your custom website to your web server. I also offer options to continue our collaboration after launch to make sure the website stays fresh, updated and secure.
- 3 My background in design, marketing and user experience informs everything I do. I've also got killer project management skills to keep your project (and you!) on track.

I can't wait to work with you!

THE PROCESS

HOW IT WORKS

I follow a tried-and-true design process that I've honed and improved with each client project I've worked on. The result? An easy-to-follow (& some say fun!) step-by-step system that will keep your project on track and deliver a custom website that's beautifully designed to meet your goals.

—PART 1—

BESPOKE WEBSITE DESIGN & DEVELOPMENT**Discovery**

Web Strategy. Content Map. Creative Brief.

Design

Wireframes + Mockups. Graphic Elements. Website Design.

Development

Mobile Optimization. Integrations. Ongoing Testing.

Deployment

Site Migration. Basic SEO. Launch.

—PART 2—

POST-LAUNCH BONUSES**Training**

BONUS: 1:1 Live Training Session for 1 hour

After-care

BONUS: Web Concierge After-Care™ for 1 month

THE TOOLS

A smart website design is only as good as the strategy that goes into it. To make sure we're all clear on direction, the content, and, of course, the design, and to help us get the job done and done well, I provide several tools as needed to support our communication and collaboration.

WEB SUCCESS TOOLKIT™. A series of carefully crafted questionnaires, tips and checklists that will get you crystal clear on some very important aspects of your business—from a deep look at your ideal client, your competition and much more. The toolkit also includes instructions and specifications for the website content—text, images and video—you'll be supplying.

BASIC SEO WORKSHEETS. Custom worksheets populated with your current site's SEO tags. Plus, SEO tips and fill-in-the-blanks for your team's input, all designed to optimize the new pages of your website for better organic search results.

WORKING SESSIONS. Creating a smart website doesn't happen in a vacuum. That's why you're looking to hire a designer! You'll have plenty of opportunities to tap my brain when help is needed, beginning with the toolkit. And, of course, throughout your project. You'll see assigned working sessions on your project timeline and 1-to-1s to use as needed.

THE TIMELINE. We'll use an at-a-glance tool to stay current on what's due next and see where potential bottlenecks are so they can be avoided.

PRIVATE BASECAMP PROJECT. All of our 'email' correspondence will happen through Basecamp, an easy-to-use online project management app that can be accessed from your desktop or smart phone when you're on-the-go. Send me feedback on-the-spot and check-in on your project 24/7.

SCREEN SHARES VIA ZOOM. When it's time to review and collaborate on visual design we'll connect on Zoom so I can screen share the work-in-progress for live collaboration.

PHONE. Sometimes, jumping on a call is the quickest path to clarity. While technically, this isn't a tool I supply, I just wanted to point out that phone calls are a possible part of our communication strategy. Important in a world that's often limited to strictly text and digital chat.

THE DETAILS

HERE'S WHAT YOU'LL GET WITH YOUR BESPOKE WEB PACKAGE:

—PHASE 1—

Discovery

Discovery is where it all begins—where we identify goals and devise a strategy to meet them.

KICK-OFF STRATEGY CALL. A 60-minute call to discuss your project, ask questions, receive feedback and brainstorm ideas around your website and marketing. We'll come out of our talk with a plan of action.

SITE & CONTENT MAP. We'll keep your website navigation simple, clear and easy to use so your website visitors can find the information they need—fast. We'll also show where the big content blocks will fit into the site to help make your website copy efforts easier. *Two rounds of revisions.*

CREATIVE BRIEF. Based on all of the hard work above, I'll craft a brief that encapsulates the end goal of our work together, providing us with a touchstone to keep us on course throughout your project. *Two rounds of revisions.*

WEBSITE CONTENT—TEXT, IMAGES AND VIDEO. Based on all of the work above, you'll supply your written website copy, headshots and other photos, and video.

WORKING SESSIONS. As described above.

T H E D E T A I L S

BESPOKE PACKAGE (CONT'D):

—PHASE 2—

Design

Once you approve your website copy and deliver all of your website content, we're ready to create a smart website for your business.

5 CUSTOM WEBPAGE TEMPLATES. Designed and developed to be both user- and mobile-friendly. These custom templates typically represent the pages in the main navigation and will make up the foundation of your website's structure and overall look.

UP TO 15 ADDITIONAL 'DROP-DOWN' PAGES. To give you room to expand on your practice's services, your team of therapists and to share industry expertise. The drop-down pages will follow the layouts established by your custom webpage templates.

VIDEO INTEGRATION. Using embed code you supply for your MP4s.

1 CONTACT US FORM. To capture and send patient inquiries directly to your designated email address for fast action.

1 'BLOG' TEMPLATE. Multi-purpose template for publishing up to 3 of your newly written articles and for importing existing entries.

UP TO 10 DECORATIVE GRAPHIC ELEMENTS. You'll get custom or curated graphics to help lead visitors forward on their user journey, to encourage more in-depth exploration of your valuable website content and, ultimately, to take the desired action.

WIREFRAMES & MOCKUPS AS NEEDED. A wireframe is a simple digital drawing of a site layout & mockups are a quick way to show design concepts. Both are working documents to hash out ideas before committing to code.

UTILITY PAGES. Layout of your Privacy Policy, Terms, 404 Not Found and Search Results pages. (The 404 Not Found page is an overlooked and potentially fun marketing opportunity.)

WORKING SESSIONS. Up to 3 rounds of revisions during the web design process.

THE DETAILS

HERE'S WHAT YOU'LL GET (CONT'D):

—PHASE 3—

Development

Once you've approved the website design we're ready to develop and mobile optimize the website.

WORDPRESS PREMIUM FRAMEWORK. We'll start with a framework—usually Divi—and fully customize it with a child theme that's unique to your content and brand.

WEB OPTIMIZATION of up to 25 client-supplied images and headshots to make sure they look sharp while not bogging down site performance.

GOOGLE ANALYTICS INTEGRATION. Embed your supplied Google Analytics Tracking ID so Google can continue to create a history of user activity. Use this valuable data for future site enhancements and improved conversions.

SOCIAL MEDIA BUTTONS & LINKS. With just a click, people can follow your business on its social media accounts.

PLUGINS. I'll do an assessment of the current site's plugins and recommend what to keep, replace or toss based on the redesigned site's design and functionality requirements.

WORKING SESSIONS. At this stage of the process, we'll be making minor revisions—dotting i's and crossing t's—in one round. More in-depth revisiting of content and design are absolutely possible but may mean scope changes and extra costs.

THE DETAILS

HERE'S WHAT YOU'LL GET (CONT'D):

—PHASE 4—

Deployment

After you've approved the developed website we're ready to migrate, test and launch.

SITE MIGRATION & TESTING. Transferring the finished website from my secure production environment to your web host. And testing to make sure the site is working at its very best.

WEB HOSTING COORDINATION. Once your new website is migrated to your web server, your old website will be archived or disposed of.

BASIC SEO MIGRATION. Synchronize the SEO from your previous site to the new one. Setup page redirections as needed to help maintain the site's SEO integrity with Google.

LAUNCH. We're done. Time to celebrate!

THE DETAILS

HERE'S WHAT YOU'LL GET (CONT'D):

—POST LAUNCH—

Bonus Services

BONUS WEB CONCIERGE AFTER-CARE™ FOR 1-MONTH. I'll keep an eye on your website to make sure it's working at its very best and perform any plugins or software updates as needed.

BONUS LIVE VIRTUAL TRAINING SESSION. A 30-minute 1:1 hands-on how-to via Zoom. Also includes two 15-minute 'phone-a-friend' calls for follow-up support in case you get stuck.



"I have worked with Mary Maru on a range of marketing projects from creating sales materials, to designing a trade show booth, to relaunching a website, and she never disappoints! Not only does she have an **excellent design sense** but she also has the ability to look at the big picture, she gets involved in the entire process, she asks great questions and is a **strong collaborator**. I highly recommend Mary Maru Design."

Diane L., Marketing Director



"It's not easy to find talented graphic designers. I had the pleasure of working with Mary on several projects including designing a new website, trade show collateral as well as all marketing and media collateral. Mary is **highly-skilled and exceptionally talented** in technical concepts and creative design. She **consistently delivered superior quality work** frequently **ahead of time and within budget constraints**."

Mary is extremely patient and knows how to listen well to fully grasp the key messages behind every campaign. Mary took the time to understand our business and delivered time and time again **innovative and creative concepts**. She also has **excellent interpersonal skills** and is comfortable communicating with people from various backgrounds including IT, sales agents and top executives. It has been a wonderful experience working with Mary and I am especially thankful for her expertise and creativity."

Louise N., Marketing Director



"I had a 10 year old, tired and uninspired website and contacted Mary to see how she could help. Immediately impressed with Mary's **careful attention to my unique needs and concerns**, her creativity, and how she patiently walked me through her process of designing a new site, I was confident she was the one to work with."

Mary delivered big time! My new website is such a superior improvement to what I had. And that doesn't really do it justice. I now have a **website that is compelling, beautifully designed, and is getting noticed**. In fact, within days of launching the new website I received an inquiry from a new coaching client in exactly the new area I want to take my practice."

Throughout our work together Mary was always professional, helpful, and skilled at diplomatically keeping me on track with deliverables. I recommend her with the highest degree of confidence."

Jeff F., LCSW, MS, MSCA-CPT



"Mary Maru is an **excellent designer and marketing professional**. I engaged Mary to assist me with developing my law firm's logo and identity system as well as a marketing brochure. It was my first experience working with a marketing professional, and Mary made the process **very easy**. Her methodical approach to design development was invaluable and actually made the process **fun**. I **could not be happier** with the designs and the results—**business has become quite busy**. I highly recommend Mary Maru Design."

Matt M Esq.



"I have worked with Mary for the past couple of years. She has provided **knowledge, creative solutions and insight** on a multitude of projects from web development services to marketing materials. Mary is **tremendously responsive** to any and all requests. She keeps her clients top of mind and I know that I can always count on her to deliver."

Alicesa V., SVP Marketing



"Mary impressed me with the **quality** of the solutions she provides. She has a **great eye for design and is a strategic thinker**. Mary is responsive, thorough and delightful to work with at every phase of a project. She'll impress anyone who works with her."

Beth B., Vice President



"Before hiring Mary Maru Design, I was concerned that my project would end up looking like a bland version of whatever everybody else's marketing looked like. I worried that my lack of direction would lead to a vanilla product."

Working with Mary put my concerns to rest. She provided a wonderful balance of offering professional advice and listening and adjusting to my needs and requests."

Her patience and ability to help me to clearly articulate the amorphous ideas I had coming into the design process were crucial. I would have been lost without her."

I recommend working with Mary Maru because it takes a real professional to create truly beautiful design."

Andrew J., Cellist

THE INVESTMENT

Gotham Psychological Services

—WEBSITE PACKAGE—

Bespoke Website Design & Development
BONUSES Web Concierge After-Care™ for 30 days +
1:1 Live Training

ESTIMATED INVESTMENT: \$7,500–\$10,000

50% Deposit & signed Terms & Conditions to get started

Balance due to launch website
& transfer ownership

**DURATION: ABOUT 3 MONTHS FROM RECEIPT OF YOUR
FINAL APPROVED CONTENT**

Offer valid through 10.31.21.

T O G E T S T A R T E D

1. THE PROPOSAL. Please review this proposal and let me know if you'd like to discuss or if you're ready to go.
2. THE ESTIMATE. If you're ready to go, you'll receive an estimate by email from me / FreshBooks. Please review and approve it by clicking on the green Approve button.
3. THE INVOICE. Once you approve the estimate, you'll then receive an invoice for the 50% deposit.
4. THE DEPOSIT. You'll pay one-half of the estimated total investment. Payment by check, wire transfer or ACH is preferred.
5. THE FINE PRINT. You'll receive Terms & Conditions from me / Adobe Sign. Please review and follow the directions for signing off—it's pretty straightforward and just requires a few clicks.
6. THE BEGINNING OF YOUR WEBSITE PROJECT. Once I receive your deposit and signed T&C, I'll add your project to the first available time slot on my work schedule and we'll book your Kick-off Strategy Call.

A N D M O R E

DON'T SEE WHAT YOU'RE LOOKING FOR?

There's so much available in the world of WordPress website design it would be impossible to include it all here. Please ask.

I also partner with some amazingly talented copywriters, photographers (in the NYC-tristate), illustrators, sales and branding strategists, SEO experts, social media consultants and more, and am happy to bundle their services in with mine or make an introduction.

ARE YOU READY TO TAKE THE NEXT STEP?

CLICK HERE TO REQUEST
YOUR BESPOKE WEBSITE PACKAGE

OR

Let's Talk!
646.837.0060

THANK YOU!

Because of the intensity of the work, there are a *very limited* number of client project slots available on my work schedule at a time.
Please act quickly to avoid disappointment.