

Three-Page Website Welcome Packet

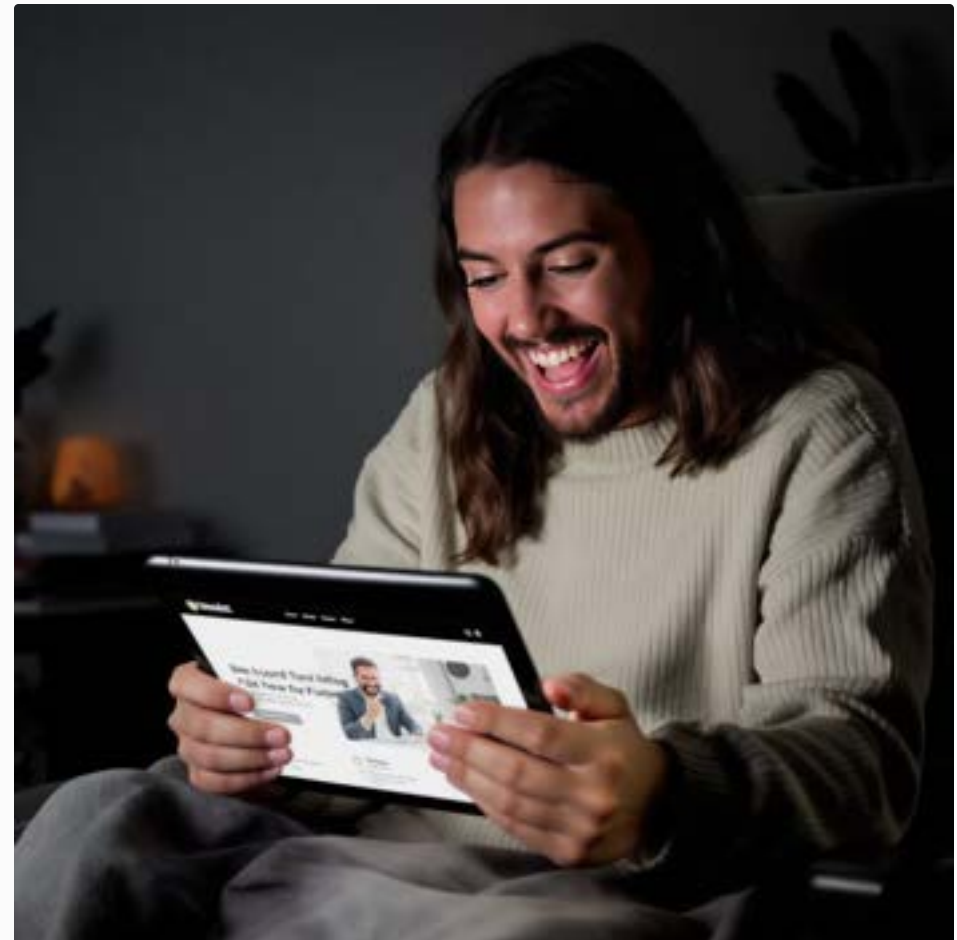
Welcome to your website creation journey! This guide is designed for those new to website development, explaining each step of our Three-Page Website Package in simple terms. We'll walk you through exactly what's included, what materials you'll need to provide, and what to expect throughout the process—no technical knowledge required.

Welcome to Your Website Journey

Congratulations on taking the first step toward establishing your online presence with Repair Babe! Even if you've never created a website before, we're here to make this process simple and stress-free.

Your Three-Page Website Package is designed to give your business a professional online home without the technical headaches. We understand that website terminology and development processes can seem overwhelming if you're new to this world, which is why we've created this comprehensive guide.

Throughout this packet, we'll explain everything in straightforward language, avoiding technical jargon whenever possible. We'll clarify what each component means, why it matters for your business, and exactly what you need to do at each step.



Our goal is to transform what might seem like a complex technical project into a collaborative, enjoyable experience. You don't need to understand coding or design principles—that's our job! All you need is a vision for your business online, and we'll handle the technical details to bring that vision to life.

Let's embark on this website creation journey together, and soon you'll have a beautiful, functional online presence that perfectly represents your business.

What's Included in Your Package

Your Three-Page Website Package comes with everything you need to establish a professional online presence. Let's break down each component in simple terms to help you understand exactly what you're getting:

1

Three Custom Pages

Your website will include three professionally designed pages: Home, About, and Services (or Shop). The Home page welcomes visitors and communicates your core message. The About page tells your story and builds trust. The Services/Shop page showcases what you offer to customers.

2

Mobile-Optimized Design

Your website will automatically adjust to look great on all devices—smartphones, tablets, and computers. This is crucial because over 50% of website visits now come from mobile devices. You don't need to create separate designs for different screens; we handle all of that for you.

3

Basic SEO Setup

SEO (Search Engine Optimization) helps people find your website when searching online. We'll implement fundamental SEO elements like proper page titles, descriptions, and image tags to give your site a solid foundation for being discovered by potential customers.

4

One Revision Round

After we create your initial design, you'll have one opportunity to request changes. This ensures the final product matches your vision. We'll guide you through providing effective feedback so we can make the most of this revision round.

1

WordPress Backend

WordPress is a user-friendly system that will power your website. It's like having a simple control panel where you can make basic updates to your content without needing technical skills. We'll set this up completely and show you how to use it.

2

Content Upload Folder

You'll receive a special folder where you can easily upload all your website materials (text, images, logos, etc.). No complicated file transfer systems—just a simple drag-and-drop solution that anyone can use.

3

Launch Support

When your website is ready to go live, we'll be there to ensure everything transitions smoothly. We'll handle the technical aspects of making your website accessible to the public and troubleshoot any issues that might arise.

Step 1: Complete Your Intake Form

The first step in your website journey is completing our comprehensive intake form. This form is the foundation of your project—it helps us understand your business, goals, and preferences without requiring you to know technical terminology.

Even if you've never thought about website design before, our form is designed to guide you through the process with straightforward questions about your business and what you hope to achieve online. There are no wrong answers! This is simply a way for us to get to know you better.

"The intake form was much easier than I expected. It asked about my business in ways that made sense to me, not in technical terms I didn't understand." — Previous Client

Your prompt completion of this form is crucial to keeping your project on schedule. We recommend setting aside 15-20 minutes of uninterrupted time to think about and answer these questions thoughtfully.

Why This Matters

Think of the intake form as a conversation where you tell us about your business vision. The more detailed information you provide, the better we can match our design to your expectations—saving time on revisions later.



Complete your intake form here:
repairbabes.com/website-design-form

If you're unsure about any questions on the form, don't worry! Simply provide your best answer and note any concerns. We'll discuss everything during our discovery call.

What to Gather

Preparing your website materials might seem overwhelming if you've never done this before, but we've broken it down into simple components. Here's what you'll need to collect and why each element matters:



Your Logo

This is the visual symbol of your business that appears throughout your website. Preferred formats are SVG, AI, or high-resolution PNG files. Don't worry if these terms are unfamiliar—just send us the highest quality version you have, and we'll help determine if it will work well on your website.



Written Content

This includes all the text that will appear on your website. You don't need to be a professional writer—just describe your business, services, and story in your own words. Aim for about 300-500 words per page. If writing isn't your strength, consider our copywriting add-on service.



Brand Elements

If you have specific fonts or colors that represent your brand, share these with us. If not, don't worry! We can recommend options that match your business style. For colors, you can simply point to examples you like or describe them (e.g., "deep blue like the ocean").

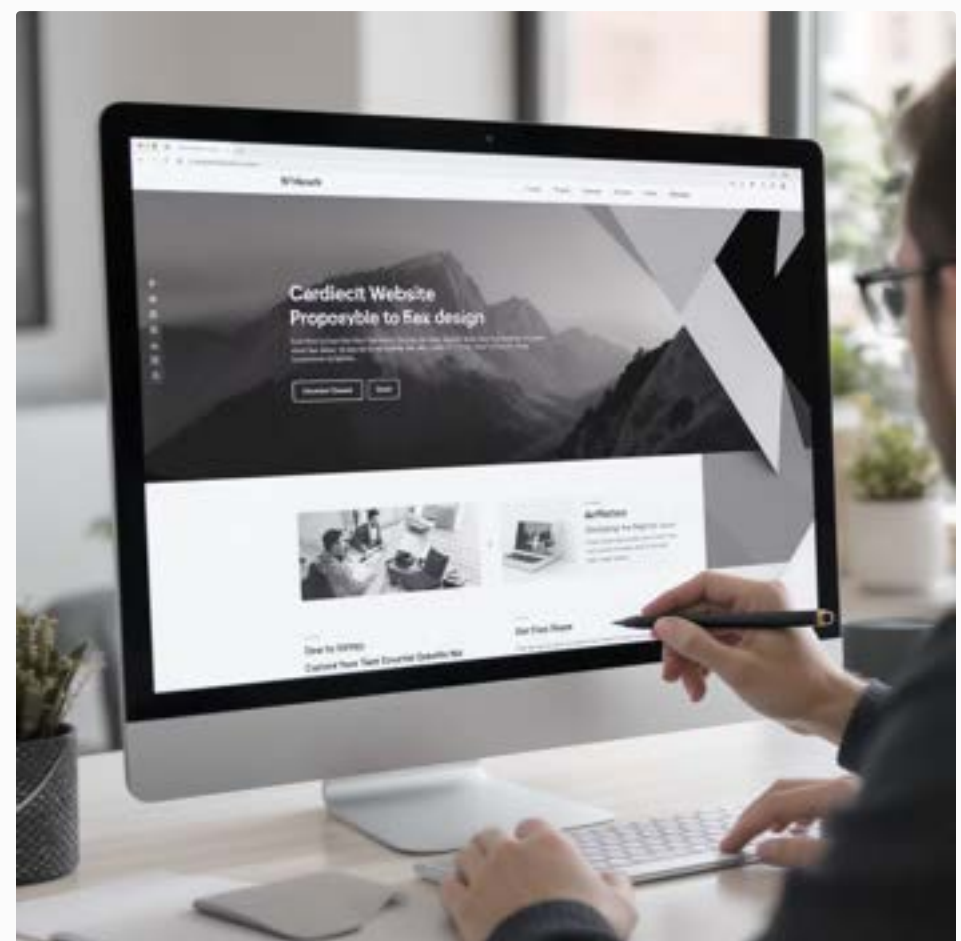
Domain and Hosting Information

Your domain is your website address (like www.yourbusiness.com), and hosting is where your website files are stored online. If you already have these, we'll need access details. If not, we can help you purchase and set these up—it's simple and affordable (typically \$15-20/year for a domain and \$19/month for hosting).

- ❑ Not sure if you have a domain or hosting? No problem! Just let us know, and we'll check for you and explain your options in plain language.

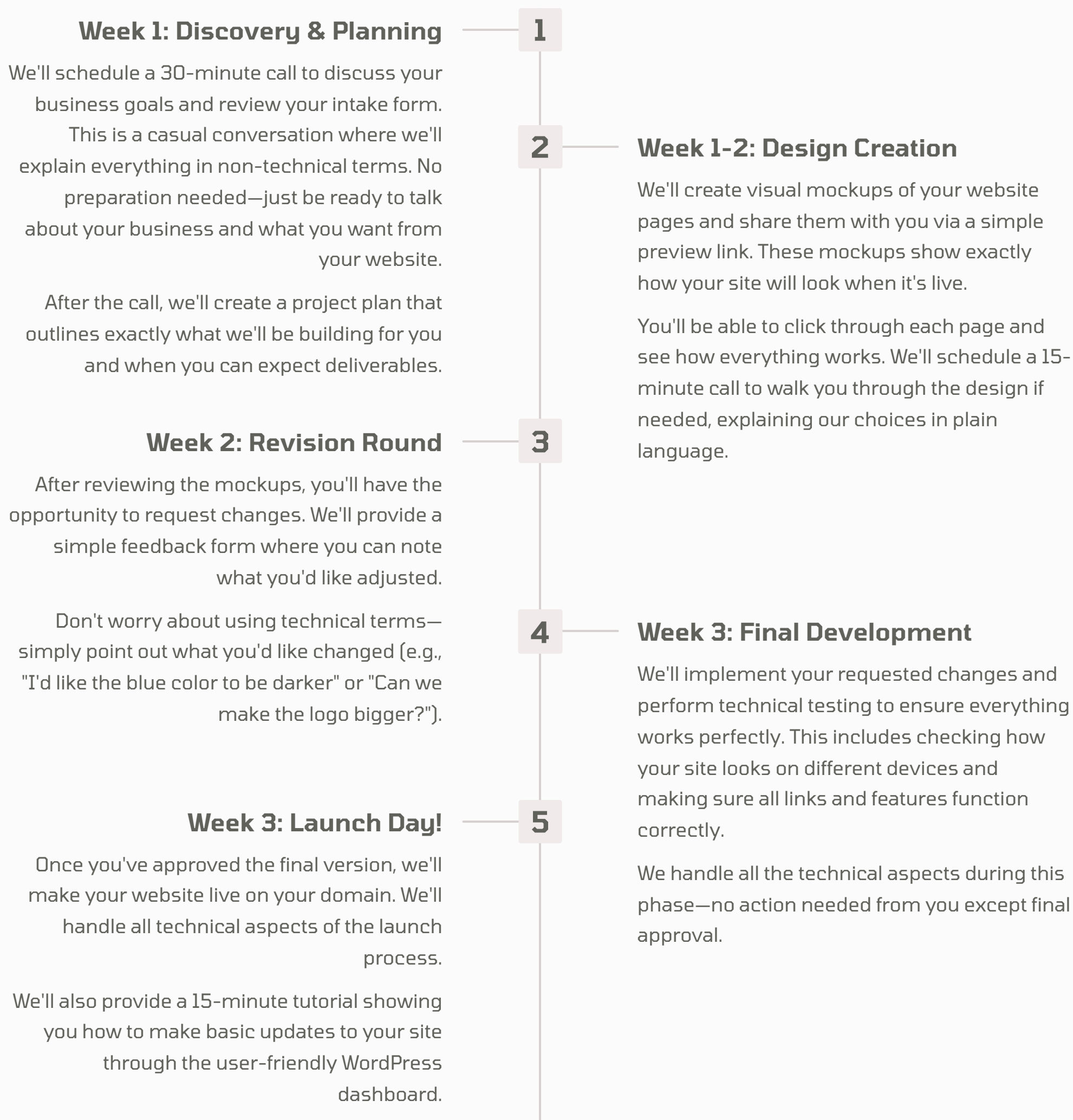
Inspiration Websites

Share links to 3-5 websites you like, especially ones in your industry. Tell us specifically what you like about them—the colors, layout, features, or overall feel. This gives us valuable insight into your aesthetic preferences without requiring you to know design terminology.



Project Timeline

Understanding what happens when is crucial, especially if you've never been through a website creation process before. Here's a breakdown of our typical 2-3 week timeline, with explanations of each phase:



Pro Tip for Staying on Schedule

The single biggest factor that can delay website projects is waiting for content (text and images). Send your materials as early as possible—even if they're not perfect—so we can keep your project moving forward. You can always refine the content during the revision phase!

Available Add-Ons

Your Three-Page Website Package includes everything you need for a basic professional online presence. However, you might benefit from these optional enhancements based on your specific needs:

Copywriting Support – \$99

Not confident in your writing skills? Our copywriters will craft professional, engaging text for your website that speaks directly to your customers.

Perfect for: Business owners who struggle with writing or don't have time to create content. Our writers will interview you briefly and transform your thoughts into polished website text.

Branding Kit – \$150

A comprehensive brand identity package including logo refinement, color palette selection, font recommendations, and basic brand guidelines.

Perfect for: New businesses or those looking to refresh their visual identity. This creates consistency across all your marketing materials, not just your website.

Newsletter Integration – \$50

We'll set up an email capture form on your website connected to your email marketing service (like Mailchimp), allowing you to collect visitor information.

Perfect for: Businesses wanting to build an email list for marketing. We'll explain how email marketing works if you're new to this concept.

Rush Delivery (2-3 days) – \$200

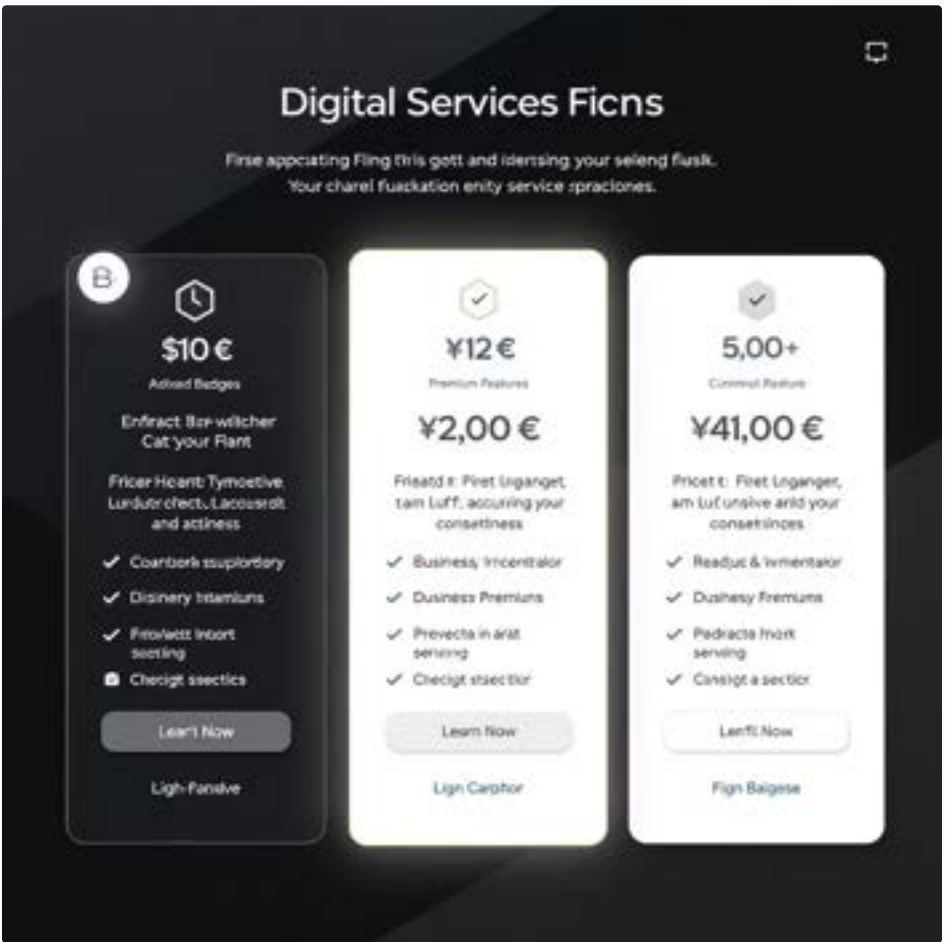
Need your website immediately? We'll prioritize your project and deliver a completed website within 2-3 business days.

Perfect for: Businesses with upcoming events or promotions that need an online presence quickly.

Website Maintenance Plan – \$49/mo

Ongoing technical maintenance including security updates, backups, performance optimization, and small content updates.

Perfect for: Anyone who wants peace of mind knowing their website is secure and functioning optimally without having to learn technical maintenance.



How to Add These Services

You can add any of these services during checkout when you purchase your website package, or request them at any point during the development process. Simply email us or mention during our calls that you'd like to add a service.

No technical knowledge is required to use any of these add-ons—we handle all the complex setup and provide simple instructions for any aspects you'll manage.

Hosting & Maintenance

Many new website owners aren't familiar with what happens after your website is built. Your website needs two ongoing services to remain accessible, secure, and functioning properly:

What is Website Hosting?

Think of hosting as renting space for your website to live online. Without hosting, your website can't be accessed by visitors. It's similar to renting a physical store for your business—but online.

\$19 **99.9%**

Monthly Cost

Our basic hosting package starts at \$19/month—about the cost of a few coffee shop visits. This includes server space, security certificates, and basic technical support.

Uptime

Our hosting ensures your website stays accessible to visitors virtually all the time, with minimal downtime for maintenance.

24/7

Support

Technical support is available around the clock to address any hosting-related issues, though you'll rarely need to contact them.

[View Detailed Hosting Plans](#)

What is Website Maintenance?

Even after launch, websites require regular updates and care—similar to how a car needs oil changes and tire rotations. Without maintenance, websites can become vulnerable to security threats, load slowly, or develop technical issues.

• **What Our \$49/month Maintenance Plan Includes:**

- Weekly security updates to protect against hackers
- Regular backups so your site can be restored if problems occur
- Performance optimization to keep your site loading quickly
- Monthly reports on your website's health and performance
- Up to 30 minutes of content updates each month (you tell us what to change)

[Subscribe to Website Maintenance](#)

"I had no idea websites needed ongoing maintenance until my site got hacked. Now I understand why it's worth the monthly investment—it's much cheaper than fixing problems after they happen!" — Maria T., Small Business Owner

- ❑ While hosting is absolutely essential (your website cannot exist online without it), maintenance is strongly recommended but optional. Many clients choose to add these services from the beginning for peace of mind, but you can also add them later.

Questions or Need Help?

We understand that creating a website might be new territory for you, and you likely have questions that weren't covered in this guide. We're here to help every step of the way, with no technical question too basic to ask!

Common Questions from Website Newcomers:

- "What if I don't have good photos for my website?"
- "How do I know if my written content is good enough?"
- "What's the difference between a domain and hosting?"
- "Will I be able to update my website myself after it's built?"
- "How do I get my website to show up in Google searches?"

We've heard these questions (and many more) from clients just like you, and we're happy to explain everything in straightforward, non-technical language.

Remember, there are no "silly questions" when it comes to your website. If something isn't clear, just ask! Our job is to make this process comfortable and understandable for everyone, regardless of technical experience.

We're excited to partner with you in creating a beautiful, effective website that helps your business thrive online. Let's build something wonderful together!



Contact Us Anytime:

Email: [**support@repairbabes.com**](mailto:support@repairbabes.com)

Phone: (718) 813-7043

Our support team typically responds to emails within 1 business day and is available by phone Monday-Friday, 9am-5pm Eastern Time.



Our Promise to You

We commit to explaining everything about your website in plain, accessible language. If we ever use a term you don't understand, please ask us to clarify—we're here to educate and support you throughout this journey!