

A large, stylized pink smiley face graphic composed of two vertical bars for eyes and a wide, rounded U-shape for a mouth. The text is centered over the mouth area.

**“you need a  
better website”**

**SHOPIFY  
WEBSITE**

**lucy ellio<sup>tt</sup>**  
building cult brands

## Is this for me?

Long gone are the days of complicated coding and expensive programs! Building a website is now easy and accessible to almost everyone - but that doesn't mean you should always do it yourself.

The art of building a great website combines great looks, functionality, communication and user experience. There's a lot more to consider than just uploading your logo, making your products live and hitting the launch button.

If you have a product-based business, Shopify is a powerful platform for e-commerce. Together we can create a website for your brand that has all the key elements to connect with your customer and sell your product, combined with a user-friendly and adaptable platform for every day use in your business.

Whether a website is the next step after our Brand Identity project or you simply just need a better website, I'm here to help!

### New to Shopify

If you're a new brand or moving over to Shopify 'afresh' I make the process as easy as I can.

- We start with a meeting to discuss your website wishlist, along with how you want it to look and what you will be selling
- I help you organise your information and content in the most user friendly way, taking into account user experience and best practices
- Your site is built by me in a development area so there's no need to pay subscription fees until you go live
- I take care of all the technical stuff, and I'll walk you through everything so you'll feel confident on hand-over day
- We'll also cover SEO, email marketing and strategies to help your site perform in the best way

### Existing user

If you've been using that same free theme for 5 years (yes, we can tell!) it's time to give your website some love and attention

- First off we walk through your current site from an outsiders perspective and see where it needs help
- We put together a wishlist and select a new, professional theme that has all the key functionalities
- Visually, the new site will communicate your brand perfectly to your customers in a digital space
  - I create an organised structure of your menus, catalogue, tags and collections so you are back in control of your inventory
- We'll also cover SEO, email marketing and strategies to help your site perform in the best way

**Standard Price £2750**

## What do I need to get started?

While I take care of a lot of the work, I require you to have some basic information ready for me to build you a new website.

**Brand Guidelines** they don't have to be created by me but should have all your brand design specifications within them. If you don't have this you need to take my Brand Identity service first.

**A basic idea of your site map** what pages you want and where, including copy, content and images.

**A spreadsheet or similar of your product catalogue**, including descriptions, images, dimensions, pricing etc. If you already have a shopify catalogue you may need to assist me in restructuring or reorganising it to fit in with the new site.

**Your domain** registered with any provider

## What's included?

Purchase and implementation of a professional Shopify theme

Visual customisations throughout in line with your branding

Menu building and organisation of collections, product templating

Home page layout

Subsequent pages layout (about, faqs, policies, blog etc)

Implementation of any apps and marketing strategies like discount codes

1 email marketing template

SEO checklist

Hand-over walk through session

## What's excluded?

Subscriptions fees or extra charges for third party apps

Copywriting, videos & photography

Product uploads or bulk editing for more than 20 products (extra charge applicable)

Extensive SEO, pay per click or keywords work

Branding, logo design etc (I have another service for this!)

Training on how to use Shopify

## **Anything else I need to know?**

Shopify is the best platform for websites that are intended to sell a physical product. If you are service based or need a portfolio site please talk to me about alternative options.

As with all platforms there are limitations to the bells and whistles we can add to your Shopify site. I work with an expert coder and use third party apps to make further customisations to each site. Extra work like this will be discussed at the start of the project.

## **How do I book?**

Ready to go ahead? Great! Send me an email to find out my current availability. I normally book in 4-6 weeks in advance, with a 50% advance payment taken to secure the time.

Turnaround time is normally 2-3 weeks providing I have all the information needed to build the site to hand from the start.

## **More questions?**

My full portfolio and selection of services can be seen at [lucyelliott.co.uk](http://lucyelliott.co.uk).  
You can contact me using [lucy@lucyelliott.co.uk](mailto:lucy@lucyelliott.co.uk) or DM on instagram @imlucyelliott.

# ABOUT LUCY



I spent 10 years of my career growing and running my own food brand from scratch, opening three shops, stocking 250+ international stores and building a large, loyal customer following.

What 'makes' a successful cult brand is not just based on looks, but a combination of story, substance and connection with your audience.

I'm not just your average designer. I get right under the skin of your brand before I even start on the designs to create clever, authentic branding that tells your unique story right to the heart of your audience.

## Feedback from my clients

"I've worked with Lucy for myself and clients and every time she blows me away"

Natasha Rawley, Creative Caboodle



**lucyelliott.co.uk**

lucy@lucyelliott.co.uk @imlucyelliott