



Frequently asked questions



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FAQ's

My Design Process

How long do I need between booking in and when you start the design of the website?

I usually suggest between 4-6 weeks.

In this time you will use my workbooks to help you write your website copy (or have it written by a copywriter). Have your professional photos done if you are getting them. Gather branding, logos and create your opt in funnel if you are having one.

I need everything before I start your design. Any delays in getting this to me may cause your design date to be delayed and incur fees.

What is your wait time usually for bookings?

It varies on the time of year but usually between 2-4 months

FAQ's

Package Inclusions

The package says I get an appointment page but I don't need one. Can I make an additional service page instead?

Yes, the types of pages I have listed are just examples. It is up to 6 pages for the Website In A Day and Website In A week and up to 10 Pages for the Premium package. You tell me what you want on these pages!

I may need additional pages on top of what is in your package, can I add more?

For Website In A Day, No. This is because there would not be enough time for me to design and do revisions for more than 6 page.

For Website In A Week and Premium Package, Yes! Depending on the size/length of the page, this is between \$150-\$300 per page.

Do you provide ongoing website maintenance and support?

I sure do. It is \$65 per hour with a minimum of 2 hours

Will my website be optimised for speed and performance?

Yes, I understand the importance of speed and performance in this day and age (especially because I work with tech all day long!) I will optimise your website's code, compress images, leverage caching techniques, and utilize best practices to ensure fast loading times and optimal performance. How much SEO is done on the website depends on the package you have purchased. WIAD is basic and based on the keywords you have given and is only for onsite SEO. Premium includes more extensive SEO onsite and offsite as well as keyword research, competitor analysis and on-going SEO blogging e-book

FAQ's

Do you set up the email funnel?

No. You will need to do this beforehand and provide me with your login details and which campaign/list you want it connected to

Can I add an opt in email sales funnel

Yes, i can connect the email platform to your website. Depending on which platform you use, there may be limitations on integrating it. For example, at the moment (May 2023) New versions of Mailerlite does not integrate for a pop up but a sign up form can be embedded to a page

Can I add a shop?

Absolutely. I will provide you with a workbook for gathering what you need for the shop set-up. If you'd like me to do this for you, I can quote you separately. Please know that at this stage with a SQSP shop, you either have GST on all or none of the items. Unfortunately you can choose just individual items to tax. Hopefully, this will change in the future. If you aren't registered for GST then this won't affect you

Does SQSP have a members area that I can run programs from?

Yes they do! It is an additional fee on top of your annual or monthly subscription

Can I make changes after it's designed?

Absolutely! Ownership of the website is transferred to you after launch

FAQ's

Squarespace and Hosting

When do I need to pay for the Squarespace subscription?

Once I have finished the design of your website. For your website to go live, you will need to sign up for a Squarespace plan through the website I have created (not before we start). So once your final draft is ready, you will receive an invite to become a contributor to the website. If you haven't already, you will be prompted to create a Squarespace login and the website that I have made should show up on your dashboard. Once you go into the website, Go to Settings, Site availability then Upgrade to publish. Choose your plan and complete the checkout process.

I already have a Squarespace website that I have paid for, Can I transfer the membership/plan?

You cannot transfer the membership/plan from one site to another so if you already have a SQSP site, it's important that you let me know and add me as a contributor to that website so I can Redesign that one. If your billing for your current one is due to expire soon, then you can cancel that one and I can start a new one.

What SQSP plan do I need?

You will need a business plan (or above). As I am a Squarespace designer, you will receive 20% discount on your first annual subscription. If you pay annually, the Squarespace plan is \$300 (before discount) or \$35 per month if paid monthly

FAQ's

Do I need buy website hosting as well?

No, Squarespace hosts has its own hosting and this included in your SQSP plan

Do I need to buy my domain name before the website design starts?

No, but If you want me to connect it to your website at the time of designing it, you will. If getting one through Squarespace on the Business plan, then wait until i have designed the website

Professional Emails

Do I need to set up my email address before the design?

No. As long as you know your domain name is available or have already bought it, then you can just tell me what it is going to be and that's what ill place on the website contact page etc.

If you are signing up for an SQSP business plan for the website, you will receive 12 months free of Google Workspace which includes a custom email address. It is approx. \$10 per month thereafter.

I recommend Google workspace over outlook for business email as you get the whole suite of programs and cloud storage

If I have set up my custom email address previously through Wix or another website platform, Can you transfer it?

No, You will need to get your google domain validation code (search google for instructions on this) and add it to your DNS settings before I connect your domain to the new website. If its not done before i redirect your domain, your email access will stop

FAQ's

Appointment Calendar Systems

Do I need to have my booking system set up before the design start date?

If you are planning to start a new Acuity Scheduler account, then wait until I have designed the website as I can connect it all through that.

If you are using another platform and you want it connected in, then yes, I will need the URL link or the HTML code when I'm designing it.

What scheduling platform do you recommend?

It depends on what you want out of it. Personally, I have used Acuity Scheduler (now owned by Squarespace too) for the past 7 years for both this business and my Naturopath business. If you want a platform that holds patient files and that you can make treatment plans and notes in too then something like Simple Clinic may be a better fit. But if you just need to keep general notes on the client then Acuity has this ability along with calendar scheduling and other features.

FAQ's

Website Photos

Do I need to supply images?

Professional brand photos look amazing and can really make your website amazing, however, if this is not in your budget right now, that's fine!

I do suggest putting at least 2 images of yourself or team for the home and about page. The rest I can source from royalty free image providers such as Unsplash

How many photos do I need for the website?

At least two of you. One for the home page and one for the about page. Portrait or landscape orientation are fine. Besides these, it also helps to have ones for the services pages too that demonstrate you doing what the service is. Some of the hardest ones to find in stock images are ones that represent consultations with clients so a photo of you speaking with someone else or a photo of your consultation space helps a lot.

However, if these are not high quality or the space does not align with your colour branding and website design style, then I may source from a royalty free image provider.

What should I wear in my photos?

Either neutral colours or your branding colour. Reason is, if your branded colour is green and your website reflects this, then you wearing bright red or orange will not look cohesive.