

Visionary Publishing

Websites | Marketing | Graphic Design

It's more important now than ever to develop a strong, up-to-date web presence, and a way that you can effectively share your knowledge, expertise, goods, and services online. It's time to get connected!

- *Tell your story*
- *Engage users*
- *Sell products & services*
- *Build your business*



"I recently turned to Kathy Regan for the first time to design a sell sheet for a new and exciting business that I had started. I am happy to say that Kathy came through in flying colors. She earned an A+ across the board: creativity, speed, follow-up, cooperation, professionalism etc. I could not be happier with the results or Kathy's performance."

*— Mitch Gurfield,
SHIFT*

Website & Graphic Design | 2025

Squarespace, Weebly & eCommerce Websites ▪ Graphic Design

Marketing & Email Campaigns ▪ Digital & Print Newsletters ▪ Photo Editing

Interactive Forms & PDF Files ▪ Social Media, Etsy & eBay Banners ▪ Flipbooks

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Website Options

Whether you need a website created from scratch or just a little assistance with design, we can help. What exactly do you wish to accomplish? Our goal is to create a beautiful, functional, user and mobile-friendly website that helps you enhance your brand, achieve your mission, and most importantly captivate the attention of your customers.

The Squarespace website creation platform is very user friendly and allows for a wide range of optional third-party add-ons. It has advanced search engine optimization, detailed traffic stats, and HTML/CSS control. If you hire us to design your website, you will own your website design (in accordance to Squarespace's terms) when complete. For future website revisions you may hire us if you wish, or anyone qualified to use their platforms (there is a large online community of professionals). We can also guide you to detailed written and video instructions so that you can make your own updates if you desire.

What's Included

- A 1 to 2-hour strategy session to discuss your business, vision, and requirements so we can create your sitemap.
- Color, photo, and font selection. A basic mood board and color palette can be provided upon request.
- A fully responsive (mobile-friendly) custom website with generous internal and external links.
- Complimentary stock art photos/icons. All photos and icons (provided by the client as well as stock art) will

include a basic photo editing service as required, will be appropriately resized for optimum website function, and will be properly labeled for basic SEO.

- Video integration (as per package) provided by the client. Note that stock videos will incur additional fees.
- A location map if desired and contact form.
- Basic search engine optimization (SEO), email, and social media integration into your website.

What's Not Included

- We will help you plan and design your website, but your website material (business and service description, copy, photos (beyond stock art), blog articles, and videos) must be submitted by you. We can help if needed (see add-ons on page 4).
- During the design process, we will make copy editing and proofreading suggestions. But to make certain your

website is free of errors and grammatically correct, we highly recommend utilizing the services of a proofreader.

- When your website design is complete, you will be responsible for your monthly or yearly domain, hosting, and elective third-party plugin fees (paid directly to your providers) to keep your website active. See right. For add-on options see page 4.



"Kathy Regan designed a great website for my company which is easy to use and has drawn many positive comments. Kathy was a pleasure to work with and had thoughtful suggestions and advice on how to best showcase our business."

— Reiner White, Reiner White & Sons, Inc., www.reinerwhiteandsons.com

"The Manchester Lions Club has run the Elf Express Train for many years and has used a logo that featured the graphic and text of a licensed elf character that the club decided not to use again. We didn't want to change the logo a great deal because we both liked it and felt that train riders easily identified it. We thought it would be a huge process to modify the existing logo but to our surprise, Kathy Regan dropped in a new elf and cleaned out the old licensed text giving us a new and much cleaner graphic to use in the future. And she did it in about a week at rate that even our non-profit could easily afford. We couldn't have been more pleased and will be using this new logo for years to come." — Jackie Bell, Manchester Lions Club

"Thank you for the design you came up with for our new business cards – it exceeded our expectations! We were in need of a new look to better represent our business, and your design really communicates who we are and what we do. Further, we have received many complements about them from our customers." — Barbara Flach, Berkshire Holiday Gnomes

Helpful Information

Domain name - You must obtain a domain name (website address) to represent your business if you do not already own one. We will be glad to help if needed (see page 4). A domain name is the address (location) where Internet users can access your website, and can be purchased from any website domain provider (such as GoDaddy or Squarespace). Domain prices typically start roughly at about \$20 per year and are ongoing. If you already own a domain name we can either transfer it to Squarespace, or if you prefer it to remain with your current provider we can direct it to your new website location.

Hosting - All websites are hosted (stored) on special computers called servers. When Internet users want to view your website they type your website domain address into their browser, their computer connects to the server where your website is hosted, and your web pages are made available to them. Hosting generally costs anywhere from \$16 to \$99 per month from Squarespace (paid directly to them) depending on your chosen platform, requirements, and payment plan. We will provide exact cost for hosting based on your requirements.

Third-Party Plugins - Third party plugins are small programs that can be added into your website to provide additional custom functionality that you may choose to request. We will provide exact cost for any elective third-party plugins upon request.

Schedule

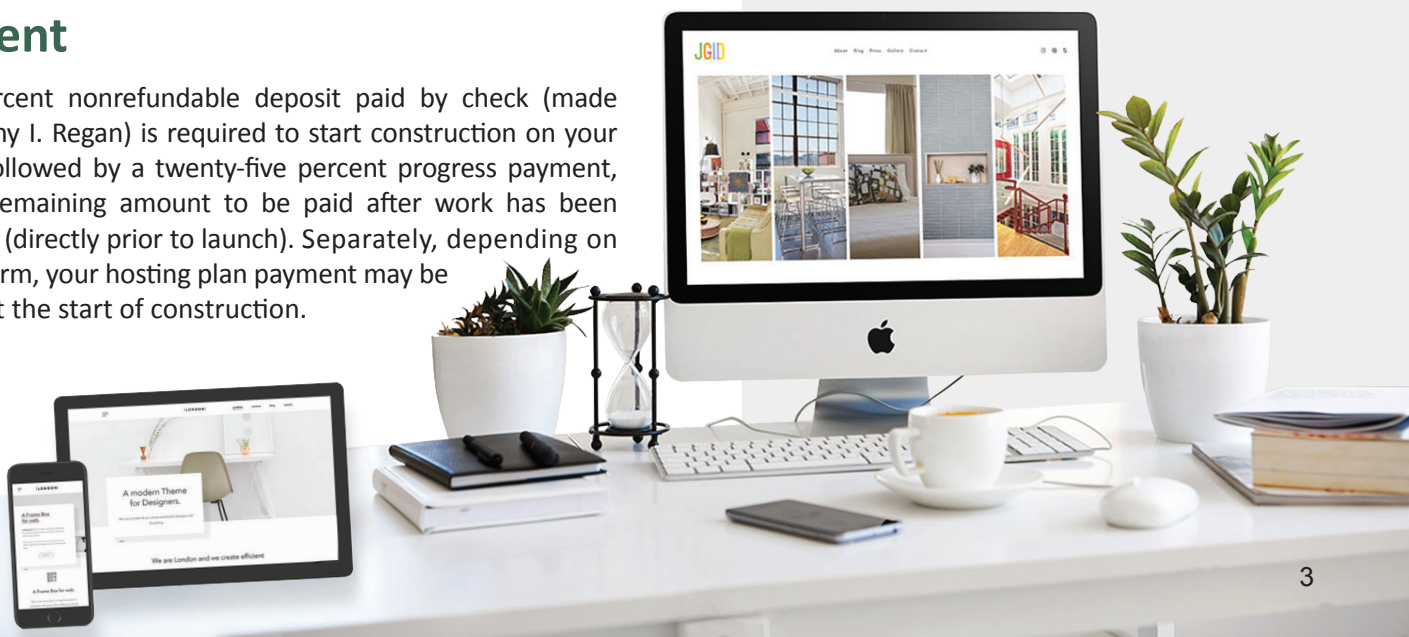
The time estimate for website and graphic design work is based on each individual project and its complexity, but one to two weeks for graphic design, and three to four weeks for website design is a fair starting estimate assuming that the client provides all of the necessary material on time. Rush jobs will be considered when possible.

Payment

A fifty percent nonrefundable deposit paid by check (made out to Kathy I. Regan) is required to start construction on your website, followed by a twenty-five percent progress payment, with the remaining amount to be paid after work has been completed (directly prior to launch). Separately, depending on your platform, your hosting plan payment may be required at the start of construction.

Follow these steps to get started . . .

- 1 SUBMIT YOUR IDEAS**
Call us for a complimentary 15-minute consultation. When ready, send us your project details, requirements, list of materials, and instructions.
- 2 GET A PRICE QUOTE**
Once we review your project requirements, we'll send you a price quote. If you agree, we'll send you an agreement to sign.
- 3 SUBMIT DEPOSIT**
Submit payment by check (made out to Kathy I. Regan) to get your project started.
- 4 SEND YOUR MATERIAL**
Send us your logo, copy, and images that you would like to include in your website. If you have a lot of assets we will send you a link to Google Drive folders to upload your material.



Squarespace, Weebly, & eCommerce Website Design Packages

LITE

***\$800**

- 2-3 week turnaround time
- 3 pages with contact form
- Free stock photos/icons
- 1 video integration
- 2 revision cycles
- Social media links
- Newsletter sign up form
- Email support

* This is an estimate. Final price will be based on your specific requirements.

PRO

***\$1495**

- 3-4 week turnaround time
- 3-5 pages with contact form
- Free stock photos/icons
- 2 video integrations
- 3 revision cycles
- Social media links
- Newsletter sign up form
- Discount post-contract revisions
- Blog setup (+ 2 starter posts)
- Email support

* This is an estimate. Final price will be based on your specific requirements.

VIP

***\$2600**

- 4-6 week turnaround time
- 6-12 pages with contact form
- Free stock photos/icons
- 4 video integrations
- 4 revision cycles
- Social media links/integration
- Newsletter sign up form
- Discount post-contract revisions
- Blog setup (+4 starter posts)
- Online booking/scheduling
- Email & phone support
- One hour online training

* This is an estimate. Final price will be based on your specific requirements.

"Kathy's website work is exceptional.

She is professional, creative, and timely.

Kathy's attention to detail was much appreciated, as she was able to perfectly capture the personality, warmth, and positive energy of the clinic. I love how she highlighted the

visual appeal of every important aspect, including our techniques, the inviting flowers, brightness of our space, and testimonials. If you are in need of assistance with creation of a website, Kathy will create a masterpiece for you." – Lisa Baumgart, Greylock Physical Therapy, www.greylockpt.com

Website Add-on Options

- Website design\$65 per hour (\$45 per hour for PRO & VIP minor post-contract revisions)
- Additional website page or blog setup.....starting at \$175
- Sideshow banner (up to 3 slides) or single video banner (video editing not included) \$200
- Add an eCommerce setup/shopping cart (shop design and first 3 products)starting at \$600
- Sign up forms and online scheduling integration \$75 each
- Advanced search engine optimization (SEO).....starting at \$195
- Third-party integrations, forms, stock videos and sound clips price based on requirements

Graphic Design | Marketing | Copywriting | Photo Editing | Forms

- For all graphic design, marketing (other than email campaigns - see below), copywriting, photo editing, forms, and interactive PDF work, a quote will be provided when possible. 1-hour minimum. A 50% nonrefundable deposit is required to start work with balance due upon completion\$65 per hour
- Email marketing campaigns (promotional emails, newsletters, etc.) - Fees are quoted by the job, but the typical template planning and creation fee is a one-time initial charge starting at \$175 utilizing the client's chosen email marketing platform, with design fees starting at \$35 per section. Client is responsible for their own ongoing monthly email marketing platform fees (Constant Contact, Robly, etc).



"A few years ago I found myself getting back into business as a construction contractor after a ten year job stint. I soon found out that many things had changed, including how we need to market our service and products. I knew I needed a website, but had no idea where to begin. A business associate recommended that I contact Kathy Regan. Simply put it was the right decision! Kathy organized everything, made suggestions, and ran with it. She continues to manage and update my website. I could not be happier. I have gotten many jobs from the site, and so compliments from my clients over the years. Kathy is pleasant, professional, and easy to work with. She made one of the harder aspects of being a business owner easy." – David Drake, Drake Building and Remodeling, LLC.