



WEB DESIGN • WEB DEVELOPMENT • GRAPHIC DESIGN

Our Newest Package:

The Kickstart Package

Launching January 2024

The Kickstart Package is the perfect website for new small businesses, as well as established businesses that have a social media presence but would like a website in addition to their social media

Social media has undoubtedly changed the ways potential customers find your business. But in many cases, social media isn't enough - while many people use social media, **even in the 18-29 age bracket, its usage only stands at 84%.**

Unless your business's social media goes viral or you pay for your business's posts to be sponsored, and thus brought to the forefront of platforms like Instagram and Facebook, you are ultimately relying on word of mouth, hashtags and hope!

The advantages of having a website are still strong ones - a website allows people to find out information about your business in an organised, compartmentalised manner. A website also allows you to build in industry-related keywords and phrases for Search Engine Optimisation (SEO).

In addition, a website will stay in its place, even when social media has downtime, or worse, your social media account has been suspended and you're at the mercy of the platform's admin to reinstate you.

To read more about the benefits of having a website in addition to your social media presence, please see our article: <https://starmountaindesign.com/social-media-vs-websites/>

The Kickstart Package is a two-page website with customisation options.

So how does this new package work?

It's a 2 page website that has the look of 3 pages. The Contact link in the navigation takes you to the Contact section of the 2nd page of the website.

To keep this package affordable, we pre-determine the layout. But colours, fonts and branding are your choice - we'll work together with you to form a design style tile that fits your industry and preference!

You also have choices in what sections you require for your website

You can choose what will work best for your business's needs.

These options are:

- Instagram embed
- Testimonials
- Services
- Photo Gallery
- Services + Price List

Let's look at some examples:

The screenshot shows a website for 'PARTON HOMES CONTRACTORS'. The header includes the phone number (631) 123-4567 and social media icons. The navigation menu has 'HOME', 'ABOUT', and 'CONTACT'. The main content area features three sections: 'Breathtaking home construction on Long Island' with a kitchen photo, 'Quality craftsmanship from professionals' with a photo of a hand using a circular saw, and 'Our portfolio speaks for itself' which is a photo gallery of four different interior spaces. A 'CONTACT US' button is located below the gallery. The footer contains the company logo, phone number, social media icons, and copyright information: '©2024 Parton Homes / All Rights Reserved / Privacy Policy'.

The screenshot shows a website for 'PARTON HOMES CONTRACTORS' with a focus on a contact form. The header and navigation are identical to the first example. The main content area includes an 'About us' section with a photo of two workers, a 'Contact Us' section with a form for Name, Phone, E-mail, and Location, and a 'Message' section with a text area. To the right of the form is a contact information sidebar with the phone number (631) 123-4567, address (123 Main Street, Anytown, NY 12345), email (E-mail), and a 'Coverage areas' list: Nassau County, Suffolk County, Queens, and Brooklyn. A 'SEND' button is at the bottom of the form. The footer is the same as the first example.

In the contractor example above, the 2nd part of the homepage uses a photo gallery plugin.

This is perfect for businesses that require a more visual display but do not have Instagram. If you choose this option, we will show you how to keep the photo gallery updated after the build.

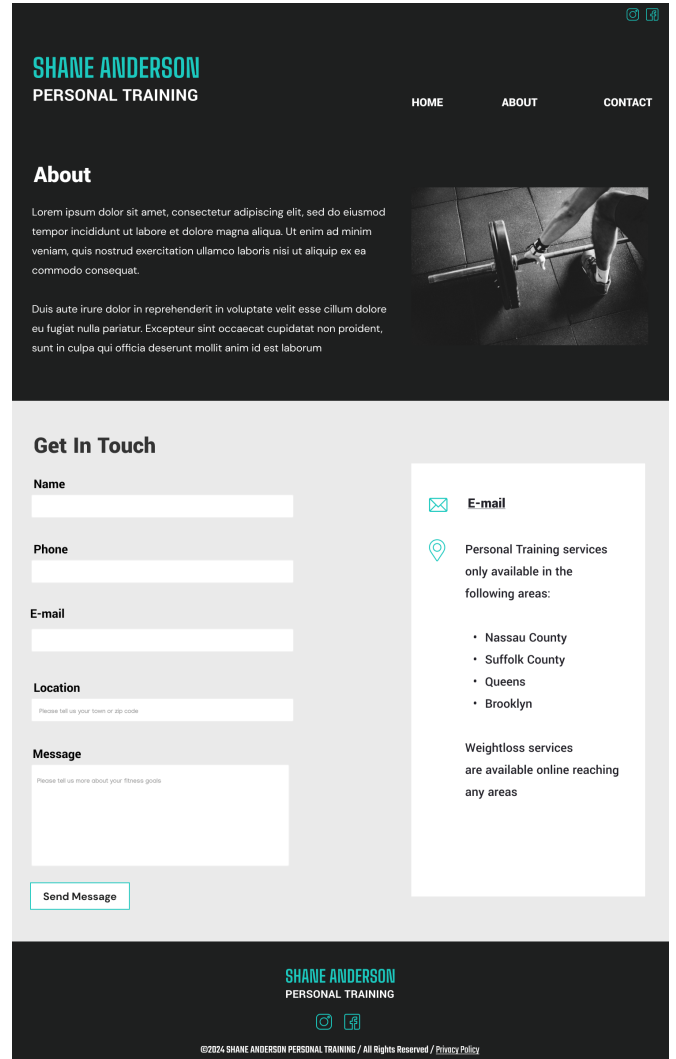
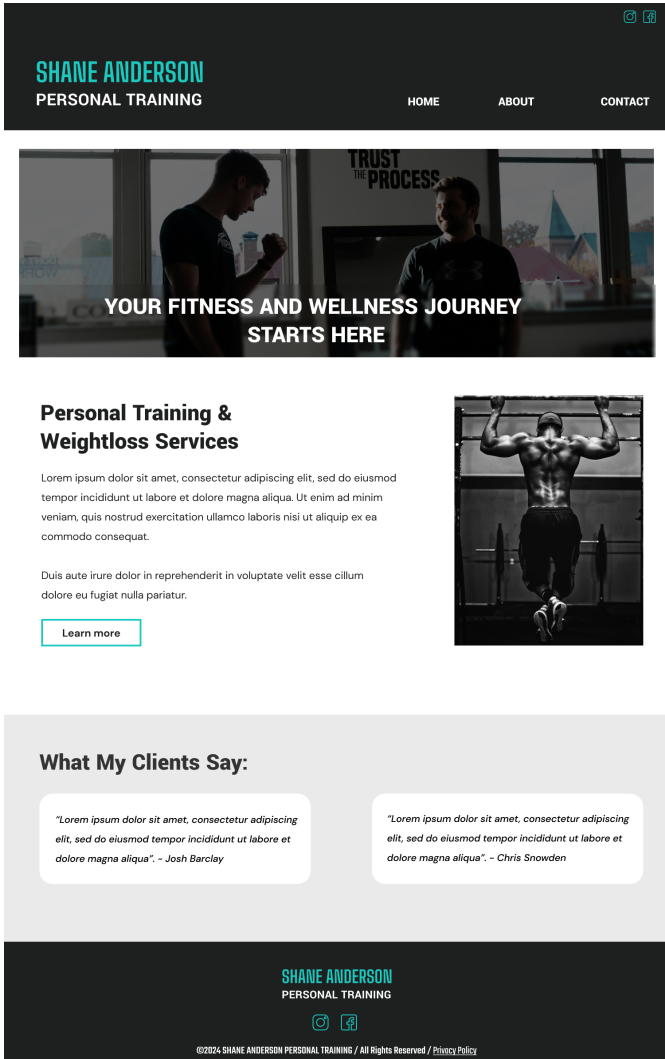
The next example is a little different.

The screenshot shows a website for 'Spick & Span' with the tagline 'Helping to keep your home beautiful'. The navigation menu includes 'HOME', 'ABOUT', and 'CONTACT'. The main content area features two sections: 'Professional home cleaning at unbeatable prices' and 'Reliable cleaners who get the job done', both with placeholder text and images of cleaning supplies. A 'CONTACT US' button is located below the second section. At the bottom, there is a 'Our services' section with a price list for various cleaning tasks, such as 'Regular home cleaning \$50/hr' and 'Eco cleaning \$60/hr'. The footer contains the company logo, contact number '(631) 123-4567', and social media icons.

The screenshot shows a website for 'Spick & Span' with the tagline 'Helping to keep your home beautiful'. The navigation menu includes 'HOME', 'ABOUT', and 'CONTACT'. The main content area features an 'About us' section with placeholder text and an image of a person cleaning a hallway. Below this is a 'Contact Us' section with a form for Name, Phone, E-mail, and Location. To the right of the form is contact information: '(631) 123-4567', '123 Main Street, Anytown, NY 12345', and an 'E-mail' field. Below the contact information is a 'Coverage areas' section listing 'Nassau County', 'Suffolk County', 'Queens', and 'Brooklyn'. A 'SEND' button is located below the form. The footer contains the company logo, contact number '(631) 123-4567', and social media icons.

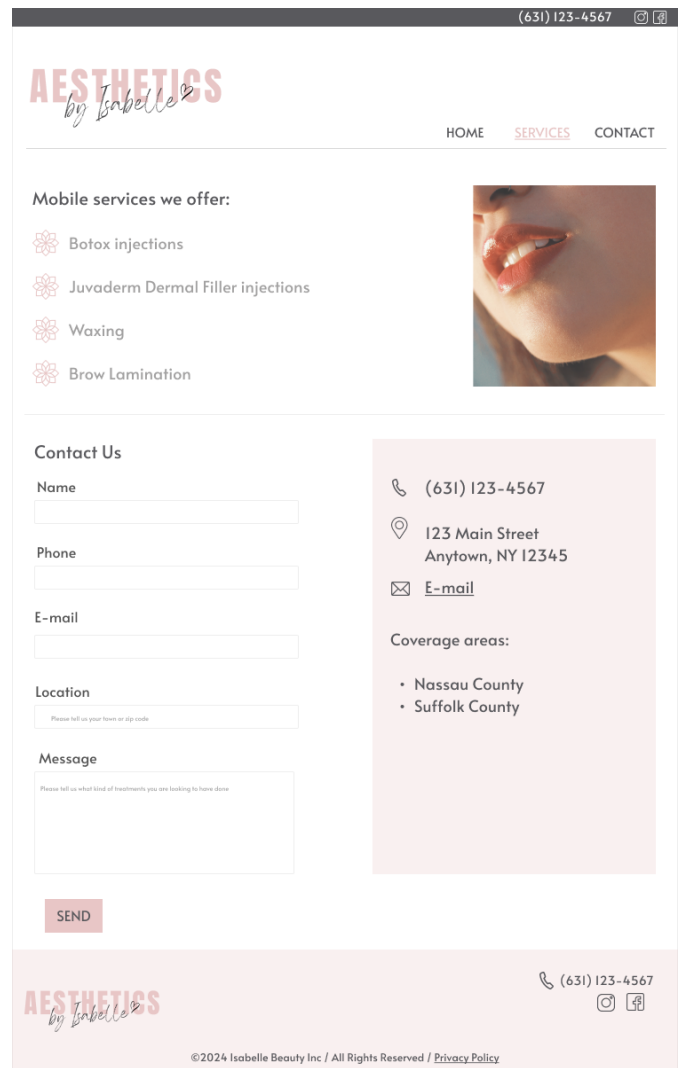
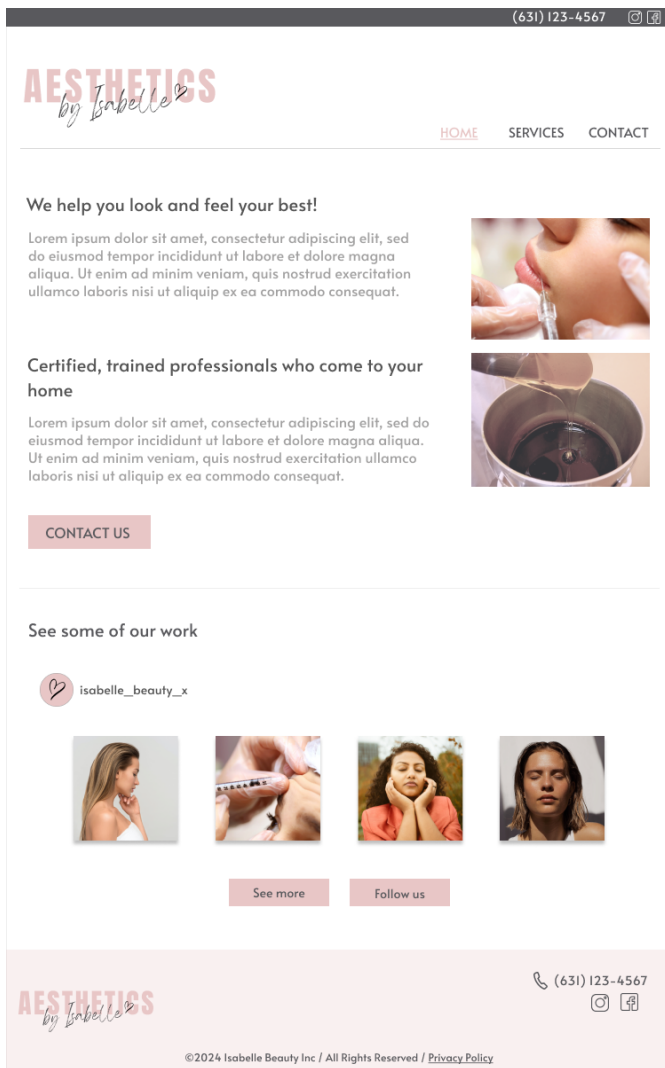
In the example above, the 2nd section of the homepage is used for a services and price listing, as a cleaning company would likely need to have this information visible.

For companies that would prefer to have testimonials on their home page, we can do the following, as seen in this website for a personal trainer, where it would be crucial to see reviews from satisfied customers:



And then for companies that need the imagery as well as services, you can see below in the Aesthetics page example how we included an Instagram feed on the home page, and then instead of "About Us" on the second page, we created a services listing.

* Please note: We can also create one (*maximum, one*) additional section (Instagram, testimonials or photo gallery embed) on the front page, if required for this type of package. The fee for this would be at our in-contract rate of £35/hour and generally would take 1-2 hours.



All of the details of the Kickstart package:

The cost of this website in January 2024 will start at £470, which is the total cost of all the examples you see here.

Included in this package:

- Logo (simple text + icon) if required
- SEO plugin set up
- Mobile optimisation
- Social media preview cards
- Contact form

- Editable fields
- Instructions on how to update text / images from the backend (including photo gallery, if needed)
- Basic website security setup with Wordfence
- All social media links required (you can have more than the two examples we showed)

Not included in this package:

- Website domain
- Website hosting (which can be as low as £3/month)

How to contact us:

If you are interested in this package, please contact us at hello@starmountain.co.uk or on +44 7366461853

Additional example mockups:

Please see, beginning on the next page, some additional mockups we have created in different industries to get a taste of what we have to offer.

We cover a wide range of industries, and the examples given are just a snapshot of some popular ones - they are not a complete list by any means! Please let us know if we can assist your business, regardless of category!

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About us

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Contact Us

Name

Phone

E-mail

Location

Message

SEND

(631) 123-4567
123 Main Street
Anytown, NY 12345

E-mail

Coverage areas:

- Nassau County
- Suffolk County



(631) 123-4567



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Learn More



Our Client Gallery



View More



(631) 123-4567

About Us

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Contact Us

Name

Phone

E-mail

Location

Message

Send Message

(631) 123-4567
123 Main Street
Anytown, NY 12345

E-mail

Coverage areas:

- Nassau County
- Suffolk County
- Queens
- Brooklyn



(631) 123-4567