



Current Rates - 2024 - (Temporary Update)

This is Susan Carson Graphic Design's 8th year of business and I have decided to shake things up a bit! I am currently developing new website, graphic design and marketing packages which will be available very soon! Please use the below information as a guide and contact me for your final, detailed quote.

All work is created while using a Timesheet tracking system:

All clients are sent regular timesheet updates as I work so they can see how we are traveling in regard to time expenditure for each project.

Hourly rates are as follows:

- \$80/hr - Graphic Design
- \$60/hr - Bulk Graphic Design (offered to local businesses / clients who give me ongoing work)
- \$65/hr - Digital Marketing Set Up and Services - ie: Social Media Set Up, Google Profile Set Up, PPC advertising set up
- \$65/hr - Website maintenance and SEO updates
- \$45/hr - Social Media Content Design & Scheduling ie: reels, static tiles, wording, hashtags etc

Logo Design:

Logos vary and are priced based on the supplied brief, as a guide:

Corporate style logos take approximately 3 - 6 hours.

(pending revisions) / Hourly graphic design rate is \$80/hr.

\$240 - \$480

More detailed, illustrative logos tend to take more time and are priced individually POA

The Logo Design Process & what's included:

1. I take a 2 hour artwork deposit to start work of \$160
2. You provide a brief, which would include your business name, desired colours as well as a couple of examples of logo designs that you have seen that you like (Pinterest or Google Images is a great place to find some ideas)
3. I produce the initial design concepts - usually around 2 - 5 depending on the brief
4. You then are asked to provide feedback / request changes
5. We work together making adjustments until you are 100% happy with your new logo design
6. I put together a Style Guide Booklet which has all of your colour and font information (please see example attached to this email)
7. Your new logo is supplied in PDF, EPS, JPEG & PNG file formats, in black & white, colour, large and small sizes.

Design Services:

- Graphic Design, any custom design including infographics, maps, posters, illustrative work etc.
- Business card design & print
- Letterhead design - digital & print
- Brochure design - digital & print
- Promotional products (merchandise) - design & print
- Packaging design & print
- Vehicle signage design & installation - logos & text
- Workwear & Embroidery - I liaise on your behalf with Hip Pocket Workwear in Busselton

Graphic design rate is \$80/hr

A special bulk rate of \$60/hr is offered for ongoing work and large scale projects - please contact me to discuss - 0430 054 365.

Website Design:

Design and set up of custom websites in the following Content Management Systems: WIX, Squarespace or Wordpress. Each system allows my clients full control and access to their sites to update pricing etc as required. (Included is keyword research and optimised SEO set up)

As a guide website prices range as follows:

- Single Landing Page with logos, basic info and social links - \$880 to \$1000
- 4 Tab Site / medium size site for a small business - \$1000 - \$3500
- E-Commerce Sites , multiple pages with shops - \$3500 - \$6000+

*domain name registration is additional, I recommend Crazy Domains

* annual fee to use these content systems is additional and prices vary depending on your site. Squarespace is as little as \$16/month.

Your website will be connected to your Google Business Profile and Google Search Console. Most people set up the Google Business Profile themselves, however, if you would like me to do this for you (and many of my clients do) I am happy to.

While I set up, I ensure the crawl and indexing of your new site, diagnose any functionality issues and upload images and your new logo to your Google Business profile for you - In many ways, your Google Business Profile is just as important as your website.

Usually this takes a 2 - 4 hours to complete and is charged @ \$65/hr.

Optional ongoing website health checks and SEO updates are also charged @ \$65/hr.

Digital Marketing Services - charged at \$65/hr:

Set up of branded business Social Media pages:

Facebook, Instagram, Pinterest with bio, automated messaging and additional functionality settings as required.

- Connection of social media business pages and business account in Metasuite

Usually 1 - 4 hours required pending @ \$65/hr

- Set up and campaign management of PPC advertising using Facebook Ads, Google Ads etc

- Monthly Digital Marketing packages, no subscription required - please see information booklet attached.

- Content design & Scheduling including videos, reels and static posts - charged at \$45/hr to design.

If you have some work that doesn't quite fit in here, please contact me for more information.

We will have some new packages available soon!

Kind Regards,

Susan Carson

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