

Essence Evolution - Scope of Services

Proactive Maintenance

(All Plans)

- Website Fixes
- Emergency Issue Resolution
- Proactive Website Maintenance / Updates
- Regular Website Backups
- Malware and Security Checkups
- Basic Website Speed Optimizations
- Redirection Setup

Essence Evolution - Scope of Services

Design - Small

(Evolve, Expand, Enterprise)

With the small design service, you can work with our design team to create individual design elements for your website or social media. You can request social media graphic designs, individual ads, section updates, and other smaller scale design work any time you like! Running a promotion and need some ad graphics for your upcoming campaign? Or how about an update to an existing section on your site because the offering has changed? We have you covered with the small design service.

- Display Ads
- Social Media Graphics
- Email Header Graphics
- Blog Header Graphics
- Hero Images for website pages
- Background Images for website pages
- Basic Photo Edits & Manipulation
- Image Background removal
- Individual eCommerce Graphics
- Image Optimization for Web
- Individual Icon Creation
- Trade Show Marketing Materials

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Design - Large (Expand, Enterprise)

This is for our Expand clients that are quickly growing, creating new products, and expanding their reach. In addition to what you get in the Design Small package, we cover larger design tasks that may include multiple elements that are combined to create a finished product as well as complex illustrations.

- Display Ad Sets
- Social Media Graphic Sets
- Email Header Graphic Sets
- Blog Header Graphic Sets
- Infographics
- GIF Animations
- Design of Complete Pages - Sales and other informational pages (Design File Only)
- Trade Show & Event Flyers & Marketing Materials
- Sales Sheets
- Landing Page & Sales Page Design
- Print or digital brochures

Essence Evolution - Scope of Services

Development - Small (All Plans)

In addition to the proactive services included in all plans, with Evolve you can request small updates to the site, copy tweaks, section additions to a page, and other small scale development work. Our team of expert coders are also working behind the scenes to make sure your site stays fully secure, optimized, and updated.

- Small website updates
- Pop-ups
- Add new section to a page
- Small copy updates
- Navigation changes
- Link changes
- Button changes
- Small UI Tweaks
- Website feature / plugin recommendations

Essence Evolution - Scope of Services

Development - Large

(Expand, Enterprise)

In addition to everything in the Development Small package, we'll code out full custom pages that have been designed in an earlier step on your site and assist with the implementation of new website features/plugins to enhance the experience on your website.

- Development of Landing Page and Long Form Sales Page Designs
- New Pages for Additional Information, New Programs, Events, and Opt-In Forms
- Implementation of other new Website Features / Plugins

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Copywriting

(Expand, Enterprise)

As your site evolves, so does your messaging. The Expand and Enterprise plans offer copywriting services* for your ever-evolving website.

*Story sessions with Patrick Combs will incur an additional charge.

- Sections of a page
- Pop-ups
- Ad copy
- Individual page copywriting (Long Form Sales / Landing Pages will take longer)

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Out of Scope

These services are out-of-scope with the Evolution plan. If these services are required, please reach out to us to discuss further.

- Content Writing / Blogging
- CRM or Email List Management
- Logo design
- Illustrations
- Custom back-end development
- Code modifications of third party plugins and themes
- Any work related to services directly within the WordPress site
 - Form setup in Mailing List
 - Event registration
 - Shopify setup