

# ALEKS HEIDE

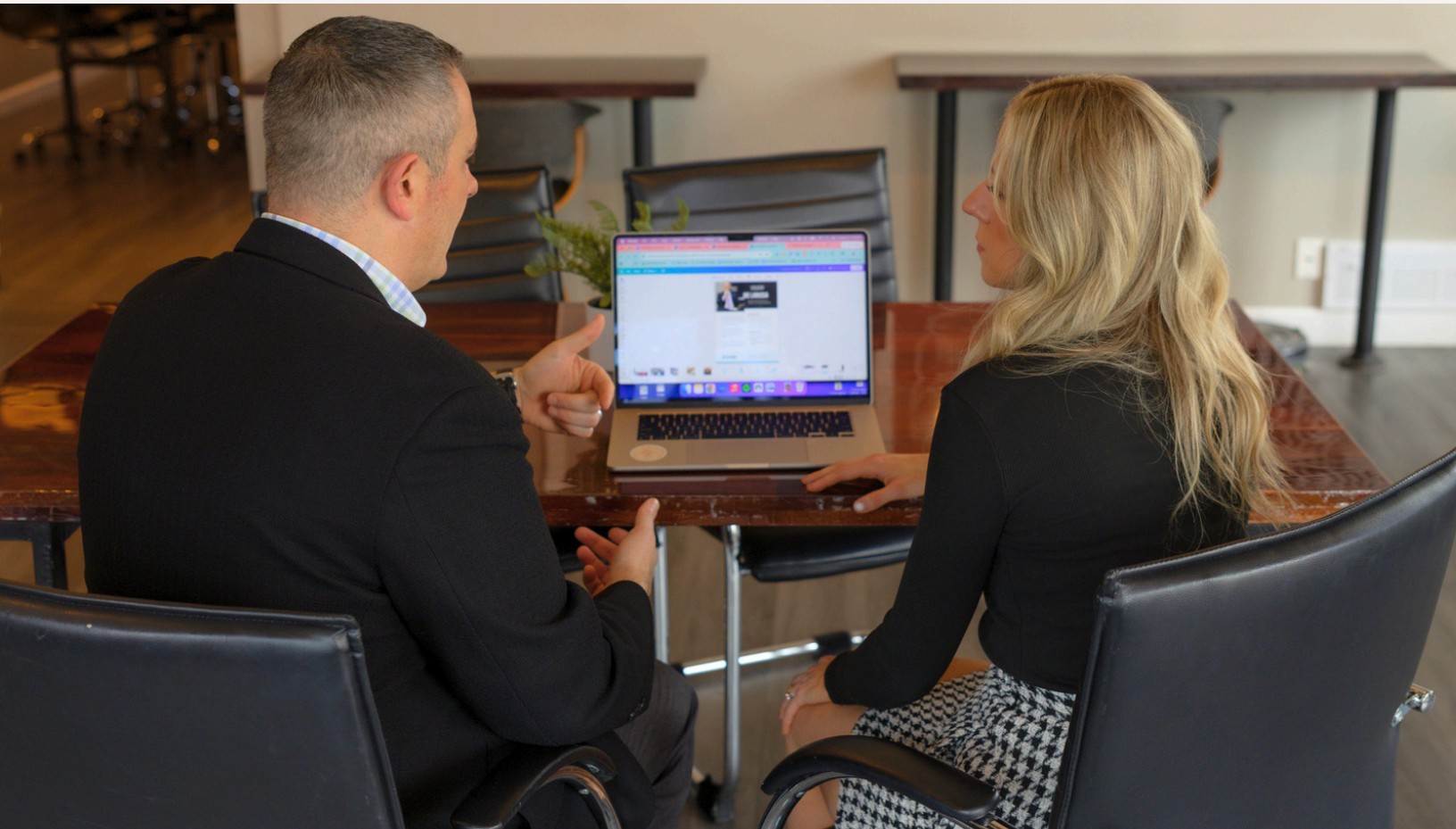
w e b & d e s i g n

## SERVICE GUIDE | 2026

Strategic websites and marketing support for  
businesses ready to show up like they mean it

**You don't need more ideas.**

You need clarity, direction, and execution that actually moves things forward.



# OVERVIEW



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## Website Strategy + Signature Build

A strategy led website experience for businesses that need a clearer, more polished online presence from structure to launch.

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## The Authority Website Sprint

A strategic 2 week **website** build for businesses ready to look polished, trusted, and ready for bigger opportunities.

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## The Website Starter Build

An AI-assisted **website** setup for when you need a clean, professional presence without the full custom build.

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## Branded Content Packages

A set of **polished flyers, carousel posts or other digital media designed** to help your brand show up consistently.

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## Website Audit

A detailed and clear **review** of what is working, what is not, and what needs to change on your current website.

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## Power Hour

A focused **strategy session** to untangle your ideas and give you a clear next step.

# WEBSITE STRATEGY + SIGNATURE BUILD

A strategy led website experience for businesses that need a clearer, more polished online presence from structure to launch.

Starting at \$7,500

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## What's included:

- 90 minute website strategy and direction call
- Messaging guidance, website structure and page planning
- Custom website design in WordPress with no plug and play templates
- 5 to 8 fully designed pages, including Home, About, Services, and key supporting pages you can continue using as your business grows
- Strategic layout focused on clarity, credibility, and conversion
- Design direction that reflects your brand, audience, and level of service
- Mobile optimization and SEO ready structure
- Lead capture forms connected to your WordPress friendly email platform
- Analytics and backend setup
- 2 rounds of revisions
- Launch support
- Light training so you can confidently maintain your website, with maintenance options available

[APPLY NOW](#)

# THE AUTHORITY WEBSITE SPRINT

Done in 2 weeks. Built to position you instantly.

Starting at \$5,000

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## What's included:

- 60 minute strategy + direction call
- Custom website design in **WordPress** (no plug-and-play templates)
- 5-8 fully designed pages (Home, About, Services, plus key supporting pages that you can replicate over and over)
- Strategic layout focused on conversion and clarity
- Mobile optimization
- SEO-ready structure
- Lead capture forms connected to your WP-friendly email platform
- Analytics + backend setup
- 2 rounds of revisions

Includes light training so you can confidently maintain your website with maintenance options.

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# THE WEBSITE STARTER BUILD

A one-week polished website presence, built with **AI support**, without investing in a full custom build.

Starting at \$2,500

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## What's included:

- A polished AI-assisted website that gives your business a professional online presence
- 60 minute strategy and direction call
- AI-assisted website setup and structure
- Homepage plus up to 3 supporting pages
- Copy cleanup, brand direction, and CTA guidance
- Calendly, simple event, tour, or confirmation page setup if needed
- Mobile review, launch checklist, and walkthrough training

### Best for:

- Speakers, coaches, personal brands, simple service providers, tour pages, launch pages, and newer brands that need to look more established quickly.

### Important note:

- This is not a fully custom WordPress website. It is best for simple websites that need to look polished, clear, and professional without the larger investment of a custom build.

### Platform + ongoing costs:

- This website is built using an AI-assisted website platform selected for speed and simplicity. The client is responsible for the platform subscription, domain, and any optional third-party.

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# BRANDED CONTENT PACKAGE

Designed to give your business polished, on-brand marketing materials without starting from scratch.

\$495 for a set of 3

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## You'll receive:

Three custom branded pieces designed to educate, promote, announce, or build trust with your audience. Choose any combination of flyers or carousel posts based on what you need most. Perfect for business owners who want professional, ready-to-use content without spending hours trying to make everything look polished on their own.

### Examples:

- Event, service, seasonal or promotional flyer
- Educational, storytelling, launch or announcement carousel

### Includes:

- One optional 30-minute kickoff call to discuss content and design direction
- 3 custom branded flyers or carousel posts
- Print-ready files for flyers
- Instagram-optimized sizing for carousels
- Optional LinkedIn sizing for carousel posts
- 1 round of revisions per piece
- Short Canva walkthrough video as needed so you can easily reuse or repurpose your designs later.

All three pieces are completed within 30 days of project start. After purchase you will be emailed a design intake form.

[BUY NOW](#)

# REEL VISIBILITY PACKAGE

Strategic, polished reels created from the photos and videos you provide.

\$225 for one reel  
\$575 for a strategic set of 3

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## You'll receive:

A ready-to-post reel designed to help your business, brand, or event show up clearly and consistently online.

### Best for:

- Event announcements, launches or promotions
- Founder stories, brand or mission-driven content
- Recaps, highlights, or behind-the-scenes moments
- Speaking, collaboration, or client visibility

### Includes:

- Edited, IG optimized reel using provided content with captions and hashtags
- 1 round of revisions

### 3-Reel Series Includes:

- Announcement or promo reel
- Story, brand, or mission reel
- CTA or visibility reel

All reels are completed within 30 days of project start.

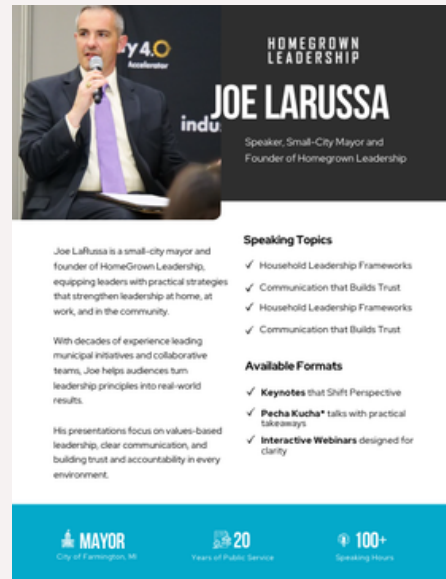
[BEGIN DESIGN INTAKE](#)

# BRANDED CONTENT WORK EXAMPLES

## CAROUSELS



## SPEAKER MATERIALS



## EVENT FLYERS



## PROGRAMS & MORE



# WEBSITE AUDIT

What's working, what's not,  
and what to fix first

## \$450

A 12 to 15+ page PDF audit that reviews your website's\* structure, design, mobile experience, SEO basics, page speed, messaging, and user flow. Includes visual markups and a prioritized checklist of updates and improvements. actionable feedback.

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Best for:  
Businesses who have a site but know it's not doing its job.

### Includes:

- Review of up to 6 website pages
- Analysis of site structure and navigation
- Actionable feedback on messaging and clarity
- Prioritized improvement recommendations

(Optional) 30-minute post audit call included for follow up questions



[BUY NOW](#)

# THE POWER HOUR

One hour. Real answers. Immediate direction.

## \$250

This is for when you don't need a full build, you just need clarity from someone who knows what they're doing.

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### Perfect for:

Figuring out what tools and resources would best support you

Homepage or offer feedback

Structuring your digital presence so it makes sense

Quick strategy before a launch or update

You'll leave with:

Clear next steps and zero guesswork.

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ALEKS HEIDE  
web & design

## HOW TO GET STARTED

Not sure which to pick? Starts with a free  
30 minute touch point to make sure you're  
choosing the right option.

[BOOK A FREE CALL](#)

