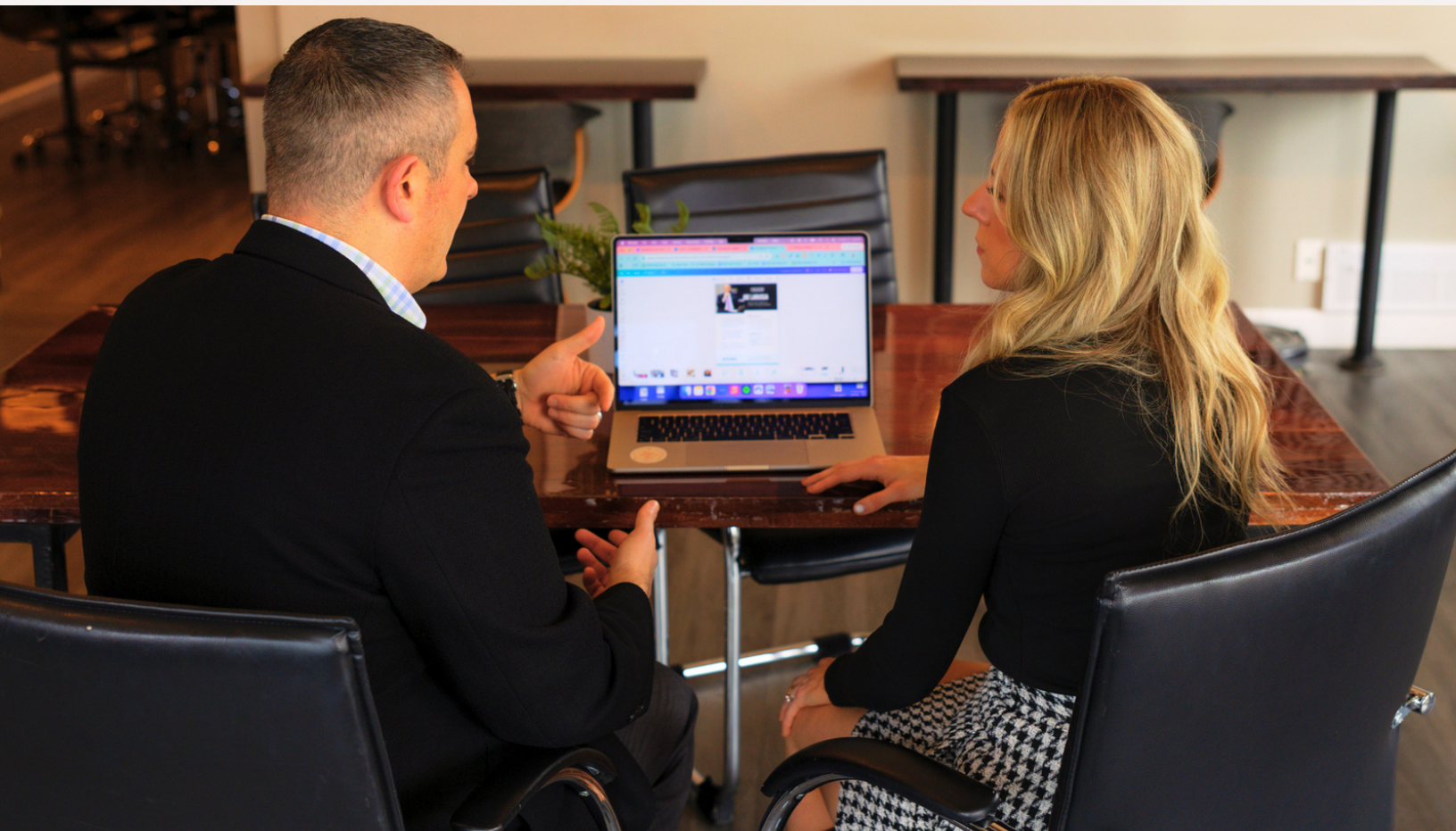


ALEKS HEIDE

web & design

SERVICE GUIDE | 2026

Strategic branding, websites + digital direction for
businesses ready to look established, build trust
and show up like they mean it.





Stop piecing your digital presence together.

Your logo shouldn't be created in one vacuum, your website in another, and your marketing figured out whenever you have time.

The strongest brands feel **connected so your customer recognizes you, your brand.**

Your visuals make **sense.**

Your website **reflects the level of your business.**

Your messaging is **clear.**

And when someone finds you online, they understand who you are, what you do and why they should trust you.

AH Web & Design brings strategy, branding and web design together through one focused process designed to turn scattered ideas into a polished digital presence you can actually grow from.

STRATEGY FIRST.

DESIGNED WITH PURPOSE.

EVERYTHING WORKING **TOGETHER.**

CHOOSE YOUR LEVEL



LAUNCH INTENSIVE

\$4,000

For something new that needs a strong professional foundation without overbuilding.

- Foundational brand identity
- 1-page WordPress website
- 1 branded marketing asset

Approximately 2 weeks from start to finish

MOST POPULAR

SIGNATURE BRAND + WEBSITE SPRINT

\$6,000

For growing businesses ready to build a cohesive brand and website foundation they can confidently grow from.

- Complete foundational brand identity
- 5-page WordPress website
- 3 reusable marketing templates

Approximately 3 weeks from start to finish

BEST FIT FOR MOST GROWING BUSINESSES

DIGITAL AUTHORITY INTENSIVE

\$9,000

For established businesses that need deeper strategy before rebuilding how they show up.

- Digital strategy & expanded brand identity
- 5–7 page strategic WordPress website
- Content direction
- Post-launch support

Approximately 4–5 weeks

SIGNATURE BRAND + WEBSITE SPRINT

MOST POPULAR

Look established. Feel cohesive. Be ready for what's next.

Starting at \$6,000 | Approx. 3 Weeks

By launch, you'll have a clear visual identity, a professional WordPress website and reusable marketing tools that make it easier to keep showing up consistently. What you'll receive:

STRATEGY

- 60-minute strategy + kickoff session
- Audience, offer + business direction
- Website structure + page planning
- Visual direction before design begins

WEBSITE

- Custom 5-page WordPress website
- Strategic site structure design aligned with your brand + audience
- Mobile optimization with SEO-ready structure
- Contact + lead capture forms
- Analytics + backend setup
- 2 structured refinement rounds
- Launch support

BRAND

- Logo creation, refinement or integration of an existing logo
- Curated color palette and typography system
- Foundational visual identity
- Brand guidelines for continued use

MARKETING

- 3 customizable Canva templates
- Designed around your new visual identity so you can continue showing up consistently after launch

SUPPORT

- Private 1:1 chat throughout the active project to ask questions, share feedback and make quick decisions without waiting for another meeting
- Post launch training documentation

APPLY NOW

LAUNCH INTENSIVE

Start strong without building more than you need.

Starting at \$4,000 | Approx. 2 Weeks

Perfect for a new business, organization, offer or initiative that needs to launch professionally without investing in a larger digital ecosystem before it's necessary.

STRATEGY

- 60-minute strategy + kickoff session
- Foundational brand + website direction

BRAND

- Logo creation or refinement as needed
- Curated color palette
- Typography direction
- Foundational visual direction

WEBSITE

- Custom 1-page WordPress website
- Strategic page flow
- Mobile optimization
- Basic SEO setup
- Contact or lead capture form
- 1 structured refinement round
- Launch support

MARKETING

- 1 branded marketing asset, a flyer or carousel

SUPPORT

- Private 1:1 chat throughout the active project to ask questions, share feedback and make quick decisions without waiting for another meeting
- Post launch training documentation

[APPLY NOW](#)

DIGITAL AUTHORITY INTENSIVE

Stop patching things together. Build the bigger picture.

Starting at \$9,000 | Approx. 4-5 Weeks

For established businesses that know their current digital presence no longer reflects where the business is going. This isn't simply a redesign. We look at your positioning, competitors, brand, website, messaging and content to understand how the entire digital experience should work together. Then we build around where your business is headed next.

STRATEGY

- 90-minute deep-dive strategy session
- Current digital presence audit
- Competitor analysis
- Brand positioning
- Website + messaging direction
- Social media + content recommendations

WEBSITE

- Custom 5-7 page WordPress website
- Strategic site architecture
- Conversion-minded user flow
- Mobile optimization
- SEO-ready structure
- Lead capture + contact flow
- Analytics + backend setup
- 2 structured refinement rounds
- Priority launch support

EXPANDED BRAND

- Logo creation, refinement or integration
- Expanded visual identity system
- Color + typography system
- Imagery + creative direction
- Brand usage guidance

MARKETING

- 5 customizable Canva templates
- Content + social recommendations
- Direction for carrying your new brand across your digital presence

SUPPORT

- Private project chat with your AH project lead throughout the active project
- 60-minute post-launch strategy + training session
- 3 months of website maintenance + support following launch

APPLY NOW

BRANDED CONTENT PACKAGE

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

\$495 for a set of 3

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

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.

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.

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.

BUY NOW

NEED SOMETHING DIFFERENT?

Not every business fits neatly into a package, and you shouldn't pay for work you don't need.

If your branding is already complete and you only need a website, you only need a logo or visual refresh, or your project requires a different combination of strategy, design, web or marketing support, custom project options are available.

YOUR INVESTMENT CAN GROW WITH YOU

If you start with a Power Hour, Website Audit or smaller custom engagement and move into a larger AH package within the qualifying timeframe, overlapping work may be credited toward your larger investment.

The goal is simple: you shouldn't have to pay twice for work we've already completed together.

FLEXIBLE PAYMENT SCHEDULES

Larger projects are typically split into three or four payments:

- 40% to reserve your project window
- 30% at the primary design approval milestone
- 30% before launch or final file delivery

Payment details and project milestones are confirmed in your agreement before work begins.

NOT SURE WHERE YOU FIT?

Tell me what you already have, what you need and where you're trying to go. I'll recommend the smartest way to move forward.

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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](#)

