

# WEB DESIGN

Proposal for Karen Berg @ [RedouxInteriors.com](http://RedouxInteriors.com), by Jeanette @ [SnazzyLittleThings](http://SnazzyLittleThings)

## ON CHANGING THEMES

There are several very nice themes that *would offer out-of-the-box support from StudioPress* worth considering (affiliate link included).

- Foodie Pro
- Simply Pro
- [View all Studiopress themes here](#) (affiliate link included)

**Note:** Theme purchases are excluded from my design services quote.

## THEME CRITERIA

Some criteria to consider as you search (I'm happy to review themes you're considering prior to purchase.)

- Responsive Header
- eCommerce Ready
- Mobile Ready
- Support is good from developer & requires little custom work
- Category archives can be setup as a grid gallery



## Your Current Theme

Your current theme appears to be a custom design created by Anchored Designs, a reputable and popular web designer in the StudioPress family. Here are some of my findings as I clicked through the admin panel:

- **Homepage Widgets:** It is a widgetized front page which is great for customizing your homepage appearance if you don't want a "standard blog" format. General rule of thumb is using too many widgets can sometimes impact your page load times. Your current theme forces the use of widgets. If I don't place a widget in a specific section, it appears as follows —>





## My Goals As Your Web Designer

I streamline your site design and remove the complexity out of your day-to-day blogging "operation".

My goals are simple:

- To provide a clean and easy-to-read aesthetic that makes an incredible first impression on your readers (and sponsors).
- To help you choose a great theme that does the work for you.
- To make YOU more self-sufficient as your own "webmaster"
- To automate whenever possible.
- To eliminate heavy and unnecessary scripts that cause screen jumping or put your site at risk
- To help you increase subscriber conversions
- To help your site design stay current with the latest blogging trends!

The text "Fat Footer" or a placeholder text appears. In other themes, this typically does not appear when I choose not to use the widgets. If a standard blog format is what you want, then a highly widgetized home page isn't really needed. Being 'widgetless' can improve page load times. To eliminate that text, I would need support from the developer (Anchored Designs).

• **Support & My Role using the Anchored Designs Custom Theme:** In order for me to edit your CSS, I looked at Anchored Designs website, and I don't know if they offer support to a third party (like me) to edit the CSS. They may want to continue doing the customizations on your behalf. (You'd have to check this directly w/ the developer to see if I would be supported as I work on your redesign).

• **Categories:** As it currently stands, your category page does not automatically update. These would require custom work from Anchored Designs to do that for you. (Your current category archives is a hotlinked image file likely created in Photoshop or Fireworks, possibly created by a graphic designer at Anchored Designs). Many themes have terrific "category archive" options that update automatically when you create a new post.

• **Centered Logo / Header:** I am not seeing where I can easily center your logo. This may also require some custom CSS (possibly work from Anchored Designs).

• **Backup .zip file** — Based on what I see in the admin panel, it appears your site hasn't been backed up since 2014 which puts you at risk for losing your blog data should something happen. My suggestion would run an overnight backup and have your host backup your database. I currently don't perform backups for clients. I suggest scheduling a weekly, overnight backup. I personally use a plugin to do mine each week.

• **Screen jumping** — the page load "jumps" often which can sometimes be a by-product of having unnecessary scripts in the original code. If you choose to stay with this theme, the jumping would need to be solved by bringing the developer (who created the theme) back into the mix.



## Overall Assessment:

I certainly don't mind editing the CSS and creating a relationship with Anchored Designs (we all play nice in the same field), my thought is this would require a lot of custom work on my end as well. You would end up with a situation where we may solve one problem, only to create another. For two weeks of custom work, and at my hourly rate \$50 x 80 hours. This would be for the time to edit your menus, eliminate black lines, center your header (I don't believe this theme was set

up this way), eliminate the "jumping" scripts (by working with the developer on their code) and full category cleanup that auto-updates each time you post. I believe there are many new themes that offer out-of-the box features that you would find beneficial and give you the clean look you want and eliminate the issues that you are experiencing.

**Recommendation:** *Choose a new theme that does most of this work for you, right out of the box. I can help you with your search and do the site setup for you. Depending on the theme and how well your transfer goes, [my setup begins at \\$350](#) with some custom design work (hourly charges). You will have a project management portal assigned as well as your own dev site (to see the site design unfold on a separate test server).*

*- Approximately 40 hours (or less) to setup -*

## ABOUT ME:

*I'm Jeanette, and I'm a 15 year veteran in the security software business, a self-taught web designer and a blogger at [Snazzy Little Things](#). I love the Wordpress platform for setting up bright, beautiful websites that are functional and easy to manage for both businesses and bloggers.*

[Click to learn more about my web design packages at Snazzy Design Services .](#)

