ANA ELK STUDIO

Branding & Identity · Web Design · Web Development · Content Creation · Digital Marketing

WHAT'S IN THE BAG

01 WHY WORK WITH ME
02 PRICING & PACKAGES
03 FAQ
04 REVIEWS

YOU DESERVE

Connecting your vision into a beautiful, conversion-ready asset. design that grows with you.

Hi, I'm Ana

I'm proud to say I'm a strategic first designer. I don't just make things look pretty. I design with intent and the strategies you need in order to solve to appeal to your audience and differentiate your business. I'm a creative problem solver with an eye for strategy of how all the pieces within your market niche.

My roots decision based in how something creates us feel. So in my work, creativity and working with intention are my core. I've been working in design since my creative mindset received a solution into a beautiful design, which years of experience in UI and UX design, I've been able to combine my creative with new people driven with digital products.

Years ago, I fell in love in Italy businesses grow, by connecting with people. I'm a Graduate of Design Western in Business Administration at Lorenzo School of Business.

I'm excited for our journey together!

01

The Essential Brand

IDEAL CLIENT

Set strong foundations

The brand foundations you need to show up with confidence and stand out. We will begin with a collaborative strategy session to align your business goals with your customers, and translate your vision into beautiful brand assets, ready to attract the right clients over for years to come.

WHAT'S INCLUDED

- Brand Strategy Workshop
- Brand Strategy
- Logo Suite: primary and secondary logo
- Typography System
- Colour Palette System
- Mockups
- Mini Style Guide
- Brand Assets Delivery
- Free hours of revisions per phase

INVESTMENT

£1,900

TIMELINE

4-6 weeks

PAYMENT CUSTOMIZATION

1 date and campaign to your needs. Flexible payment plans finishing 2 and with.

02

The Essential Website

IDEALS

Focused sales tool that builds credibility

For businesses looking to establish a strong online presence with a clear, high-converting customer website that amplifies your platform, attracts the right clients.

Easy to manage and update yourself without anything complicated.

WHAT'S INCLUDED

- Website Strategy Workshop
- Brand Strategy
- Brand Assets
- Sitemap
- Wireframes
- Content Writing Templates
- Customization and development of up to 5 pages
- Mobile Responsive Design
- Local SEO basics
- Contact Form Integration
- Domain set up support
- 5 days post launch support
- Welcome email marketing

PAYMENT CUSTOMIZATION

1 date have campaign to your needs. Flexible payment plans finishing 5/7 and with.

INVESTMENT

£2,900

PLATFORM

Wix or Webflow

TIMELINE

4-6 weeks

03

Website Built to Scale

IDEALS

Ideal for growing businesses needing a more advanced digital experience and scalability features. Built into a beautiful, engaging website.

WHAT IT IS

A powerful system that allows you to scale and manage your business online. It's more than just a website, it's a foundation that handles sales, when that much search is memorial overwhelm.

PAYMENT CUSTOMIZATION

Flexible payment plans finishing 5/7 and with.

- Custom content written sections
- Brand and social selling pages with pre-built building blocks without being locked into a template
- Automated lead capture and follow-up assets delivered pages (for example review or new products), within seconds

INVESTMENT

£6,400

PLATFORM

Webflow

TIMELINE

6-8 weeks

04

Website Built to Scale

IDEALS

Ideal for growing businesses needing a more advanced digital experience and scalability features. Built into a beautiful, engaging website.

WHAT'S INCLUDED

- Website Strategy Workshop
- Creative Direction
- Brand Strategy
- Content writing templates
- Custom Illustrating for web
- Custom Illustration Integration
- 2 CMS powered page templates for service / catalogue + individual service pages
- Mobile Responsive Design + Frontend + Daily Backup
- Blog page templates + 1 post
- Contact form

WHAT'S INCLUDED

- Engaging workflow interactions
- Basic Privacy Policy
- Cookie Consent Management GDPR Foundations
- Mobile Optimisation
- Domain set up support
- Analytics Setup
- Google Analytics integration
- Google Search Console Setup
- Website management training

INVESTMENT

£6,400

PLATFORM

Webflow

TIMELINE

6-8 weeks

05

Ongoing Support

IDEAL CLIENT

For busy marketing teams who want to focus on strategy, while I handle the management and editorial design

A MONTH, A MONTH

£270

A MONTH, A MONTH

£450

CUSTOM

Let's talk about your requirements and I will put together a custom scope.

PERKS

Minimum 3 month subscription, cancel anytime.

WEBSITE

- Website content updates
- Monthly analytics check with insights
- Google updates
- Bug fixes
- Minor design components and CMS to support your growth
- New landing pages

MARKETING

- Social media substance
- Email marketing such as newsletters, flyers and offers
- Monthly ads and presentations
- Contents and proposal design

06

Add ons

IDEAL CLIENT'S WHEN

Additional items you can add to your project

WEBSITE

- Extra website page: £180
- Landing or sales page: £350
- Website integration with newsletter platform: £180
- Google Analytics set up, Cookie Control and Privacy Policy: £180
- Website Accessibility page: £450
- Additional CMS connection: £120

IDEAL PROJECT LOOKING

- Want to add to a presentation + 10 pages + Includes: £450
- Printed booklet + 10 pages: £620
- Extra presentation page: £180
- Item + custom business cards: £380
- Flyer or poster: £180

Frequently Asked Questions

WHY WORDPRESS?

While Webflow has a higher upfront cost than Wordpress, it has advanced security and doesn't rely on plugins. This means you don't need to worry about updating plugins or dealing with security fixes for plugins. This saves time and costs in the long run. It also allows me to build beautiful designs, and. It's easy to manage yourself.

WHY TWO SUBSCRIPTIONS?

Webflow hosting can be a complex, I offer deep customization for clients using a beautiful design that already exists in the world, but keeping it according to your vision so that it still looks and feels like your brand. Webflow hosting is fast, secure and has uptime, which is how I can also in offer cheap Government Servers that other provisions.

Webflow hosting is a dedicated server, and my server bespoke to save time, it has tools everything with a clear code.

IS WEBFLOW EASY TO MANAGE YOURSELF?

It is by far the easiest platform for clients to manage and for teams to collaborate on.

WHY THREE PAYMENT OPTIONS?

Full or 3 month payments are a standard option for your chosen template. Templates in Webflow typically cost from £90 - £180 depending on complexity.

There may be third-party fees if we choose to use a custom tool.

I will always agree any additional fees with you upfront.

WHY SO MUCH FOCUS ON STRATEGY?

Strategy is important because it sets the number of hours for each project, and will support you with website management or marketing collateral design.

I WOULD ADDING COMPONENTS LATER?

Full or bespoke website with no CMS you would expect to pay £180 per hour.

Full or custom website with CMS price ranges between £50 and £60 per month depending on the expected footfall to the site.

WHAT PEOPLE SAY

I can't recommend Ana and her work enough!

Ana was referred to me by a friend who had her website made for her and I was so impressed with the quality, and I knew that she. I had created a basic website on my own when I started my Fractional Growth Officer business, but I knew I needed to level up to attract the right clients and show the value of my services. Ana's work, being, ... that the quality of her website, and the fact that it did all the stuff that I knew I wanted to convey to those that come to the site.

Ana's process was so easy, she made it so simple for me to provide the information she needed to create the website, and the format of my notes with the questionnaire were wellthere that I could and did respond to questions, and she designed the website exactly how I wanted it. Ana's design, being, is easy for me to operate myself.

Ana Elk Studio
Fractional Growth Officer
Fractional Growth Strategist

FOR BRANDING, WEBSITE, CMS SOLUTION

WHAT PEOPLE SAY

Exceptional service!

Ana was very timely with delivering and was understanding if there were things we wanted to change. Ana made sure to explain everything we wanted and made sure we were happy with the website for more and friendly and also a lot easier to operate!

Jessica Lopez
Owner
Jessica Lopez Studio

SOLO BUILD WEBSITE

WHAT PEOPLE SAY

Working with Ana on my company website for Evolve Career was a game-changer

Ana brings her organized nature into her work and process, sacrificing time and planning, and having confidence that my website brand and was causing me to keep new clients.

Ana's process was so easy, she made it so simple for me to provide the information she needed to create the website and format of my notes and questionnaire that I were experienced.

Ana brought a fresh, editorial energy to the site, through strategic copy layout, vibrant branding, and a clean, modern design that feels both inspiring and easy to navigate.

Ana's design, being, is easy for me to operate myself. I can confidently update the website, add new pages, and make changes without needing to rely on a developer. Her thoughtful structure and clear organization mean I can keep the site fresh and functional on my own, which has been a game-changer for my business.

Ana's communication was clear and responsive, and she was easy to work with throughout the entire process. I would recommend her to anyone looking for a designer who combines creativity with strategic thinking and who is willing to go the extra mile to make sure the work feels aligned and functional.

Jessica Lopez
Owner
Jessica Lopez Studio

FOR BRANDING, WEBSITE

WHAT PEOPLE SAY

If you are an entrepreneur or anyone at the emerging ideas stage, consider working with Ana to bring those ideas to life in compelling ways.

As I thought through my emerging new business and ideas, I needed someone who could help me bring my vision to life in a way that felt both professional and deeply personal. Ana's design concepts and response had "connect" to my intentions in a complimentary with considerations manner. If you are an entrepreneur or anyone at the emerging ideas stage, consider working with Ana to bring those ideas to life in compelling ways.

Jessica Lopez
Owner
Jessica Lopez Studio

FOR BRANDING, WEBSITE, CONTENT, MARKETING

WHAT PEOPLE SAY

Ana is a pleasure to work with!

Ana is a pleasure to work with! Her attention to detail, creativity and strong, and thoughtfully, and I feel confident in her work. I would recommend her to anyone looking for a designer who combines creativity with strategic thinking and who is willing to go the extra mile to make sure the work feels aligned and functional.

Jessica Lopez
Owner
Jessica Lopez Studio

FOR BRANDING, WEBSITE, CONTENT, MARKETING

HOP ON A CALL?

BOOK A CALL

Hope to hear from you soon!

Ana A.

GROW BY DESIGN.