

# Websites

Grow your brand with  
a professional website  
built in HubSpot



# Table of Contents

03 Overview

04 The XEN Create  
5-Step Website  
Design Process

06 Deliverables

07 Project Scope

09 Our Work

10 The XEN Create  
Difference

11 Pricing

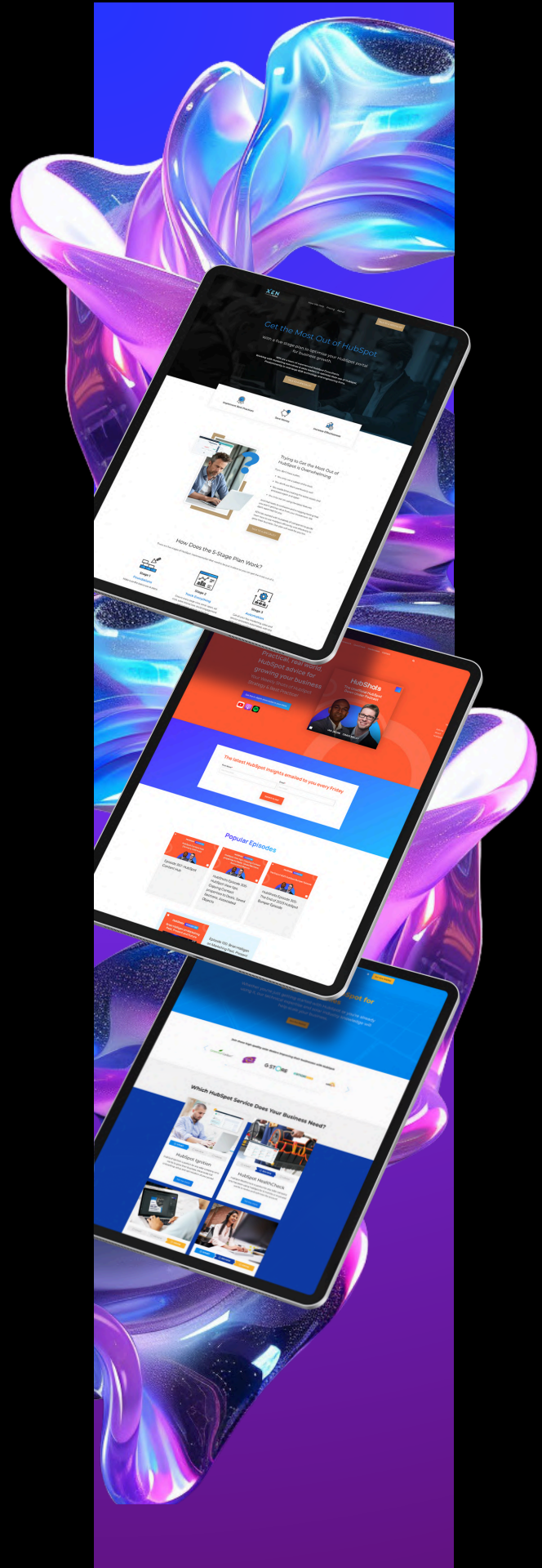
12 FAQs

16 How to get  
started

# Overview

Beautiful websites, built in HubSpot. Whether it's a sleek one-pager, new landing page, a dynamic microsite, or a comprehensive business website, we've got you covered.

Gorgeous, professional websites that grow your brand.



The XEN Create

# 5-Step Website Design Process

We've been building websites for more than 10 years now - and in that time we've learnt a few key lessons on how to make a new website development successful.

Here is a quick overview of the process we use when working with our clients - to ensure they are delivered a HubSpot website that is functional, beautiful and focussed on their business goals.

STAGE 1:

**Research**

STAGE 2:

**Content**

STAGE 3:

**Design  
and Build**

STAGE 4:

**Deployment**

STAGE 5:

**Ongoing  
Support**



STAGE 1

## Research

At the heart of our process lies a comprehensive understanding of your audience, business objectives, and key products and services. We explore what sets your company apart and the advantages your customers receive from partnering with you.

We then create a thorough briefing document for your review. This document outlines the pages we'll design and the information that will be featured on each one. If necessary, we'll schedule a call to discuss the website design approach and address any questions.

Typically, this stage takes one to two weeks to complete.

STAGE 2

## Content

Next, we request all available content for your new website, such as logo files, brand guides, images, videos, copy, contact details, and social media profiles.

Don't worry if you don't have all the content ready - we can create unique images using AI tools like Midjourney and assist with placeholder content if needed.

STAGE 3

## Design and Build

Based on the research and content, we begin working on the design and build of your new website. We work on a staging site which can't be seen by Google or customers. It can only be seen by us and you when we share it. If you have an existing website, it stays live while we work on the redesigned site.

We prioritize the home page as it informs the design of other pages. We send you the design to review and provide feedback, with up to three revision rounds per page. Once the home page is approved, we proceed to work on other key pages.

The duration of this stage depends on the depth and complexity of your site. As a rough guide, assume that the duration will be one week, plus one business day for each page. For example, a 7 page microsite would take:

- 1 week (ie 5 business days), PLUS
- 7 business days

STAGE 4

## Deployment

After completing the site design and build, we meticulously test every aspect to ensure seamless functionality on all devices. We leave no stone unturned, checking for typos, broken links, and optimising your site for search engines.

Once everything is ready, we seamlessly transfer the new design to your domain. We work on your schedule, choosing a time that suits your business needs. The best part? Your site will be live and shining within just a few hours (assuming your domain is already connected to HubSpot).

STAGE 5

## Ongoing Support

Post-launch, our dedication to your website's performance continues. Our ongoing support subscription guarantees your site evolves alongside your business, providing necessary updates, new pages, and improvements. From content refreshes to design tweaks, we're here to maintain and enhance your digital presence efficiently.

# Deliverables

Here are the key deliverables to your new site

Gorgeous website developed and implemented in HubSpot CMS with CLEAN theme



Google Tag Manager and Google Analytics implemented



Fully integrated with HubSpot Sales and Marketing



Facebook, LinkedIn and other platform pixels integrated



Optimised for Google



# Project Scope

We highly value our customer relationships and we do our best to make sure you're happy with the work we do. We find it helps to make sure we are both on the same page from the start about what's included and what's not to avoid any confusion later on.

## INCLUSIONS

### ✔ Content

We rely on you to provide us with content for your site but we can design custom graphics, generate unique images using AI tools like Midjourney, and create videos as needed.

### ✔ Design

The number of pages included in the design is based on the typical requirements of a mid-level site. As a guide, a typical corporate website has around 15 different page layouts.

### ✔ Revisions

We allow for up to three revisions per page but we're pretty flexible within reason.

### ✔ Development

The site will be developed on HubSpot and will look good on all devices - desktop, tablet, and mobile.

### ✔ Forms

We will create contact and/or quote forms.

### ✔ Content population

We will populate content on the site, including product pages, services pages, blog posts, general pages, etc. As a guide, we usually anticipate building out approximately 30-50 pages in a typical corporate website.

### ✔ Quality Assurance Testing

We have testing and quality assurance processes, and will have our in-house QA team vet all websites we deploy.

### ✔ Analytics & Reporting Setup

We will make sure Google indexes your website and will set up Google Analytics, Google Tag Manager and Google Search Console as required.

# Project Scope

We highly value our customer relationships and we do our best to make sure you're happy with the work we do. We find it helps to make sure we are both on the same page from the start about what's included and what's not to avoid any confusion later on.

## EXCLUSIONS

**✘ Personalised Photography & Video**

We can design new imagery and videos, but we don't take on-site photos or videos of your business.

**✘ Copywriting**

We can assist with key messages for pages but in-depth website copywriting (eg sales copywriting) is not included.

**✘ Email Marketing setup and implementation**

If you have specific email follow-up processes (eg nurture workflows, abandoned cart automation and other marketing processes), you will need to advise specifics in order for us to integrate them into the site. If required, we can work with you to implement marketing processes as an additional service.

**✘ Ongoing site updates**

We'd love to work closely with you in an ongoing arrangement, to help with website updates, marketing strategy and campaigns. If interested, these services can be discussed separately.

**✘ CLEAN theme**

This will need to be purchased by you from the HubSpot Marketplace.

**✘ Accessibility widget**

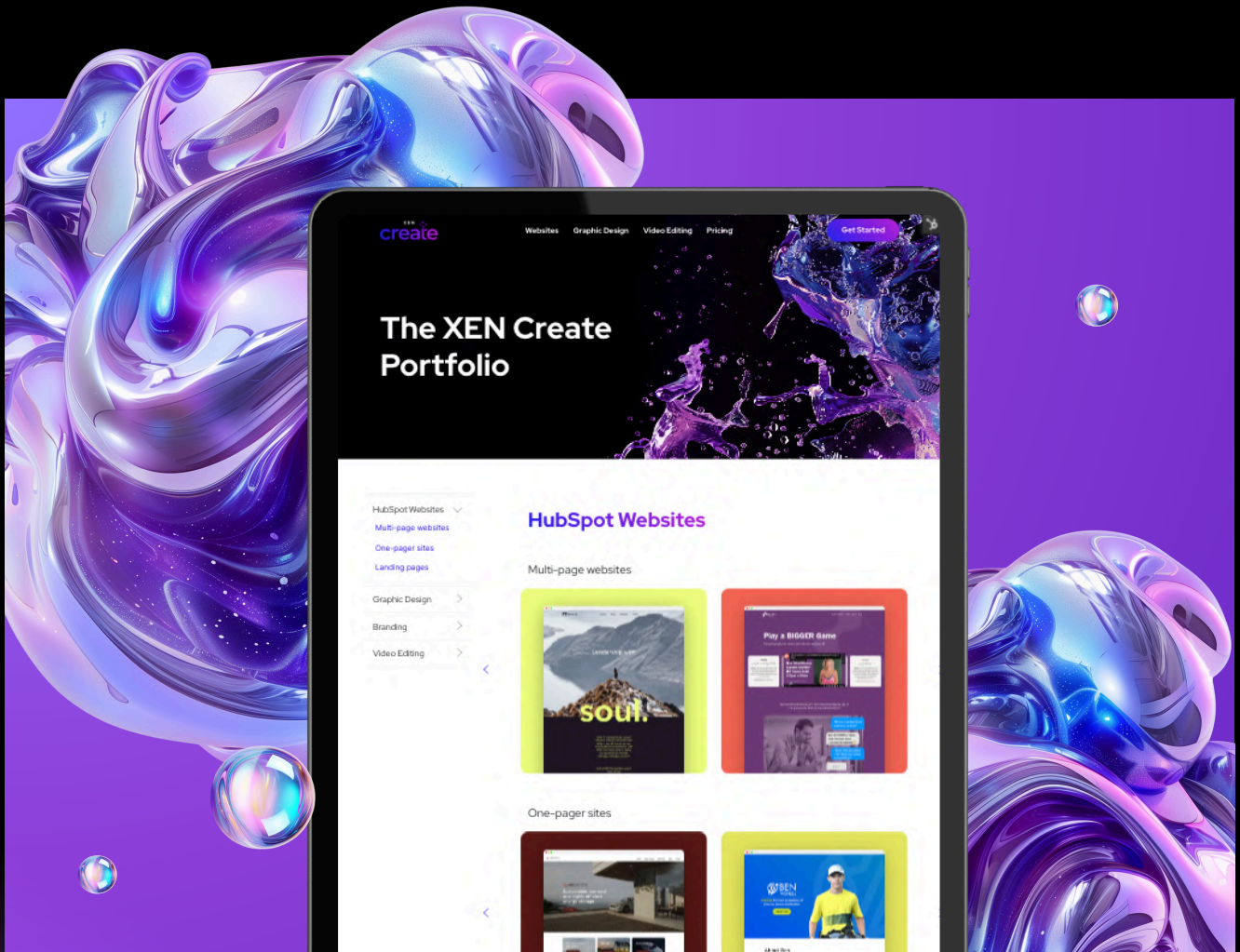
If required, this will need to be purchased by you. We recommend using [accessiBe](#).



# Our Work

Visit the XEN Create [Showcase page](#) to discover our portfolio of exceptional website designs and other design outputs like graphic creations and video editing projects. Experience firsthand the innovative solutions we have delivered to our clients. Visit today and see our creativity in action!

[View website](#)



# The XEN Create Difference

## 1. Speak to your designer

Skip the hassle of tickets and messages by jumping on a call with your designer.

## 2. Rapid response

Say goodbye to delayed task queues for quick fixes; enjoy rapid updates from your designer.

## 3. Work on all your pages at once

Experience seamless brand consistency with us as we efficiently tackle multiple items, eliminating wait times between tasks.

## 4. Never use a stock image again

Upgrade to exclusive AI-created imagery from tools like Midjourney and Adobe Firefly, with full ownership rights.

## 5. HubSpot expertise

We can set up all your visual assets directly in your portal, including landing pages, emails, social updates, website pages, documents, files, etc.

**XEN**  
+  
**HubShots**

SEO background  
Digital Marketing background  
HubSpot Platinum Certified Partner  
HubSpot Onboarding Accredited Partner

**Your leading team for HubSpot CMS Websites**

XEN  
**create**

HubSpot CMS Hub Website experts  
HubSpot CLEAN Theme implementation  
Midjourney + AI tools  
Mature design process  
Speak directly to your designer  
Simple pricing model

# Pricing

Prices are in AUD and exclusive of GST.  
Australian businesses will be charged an additional 10% GST.

**\$1,000**  
PER KEY\* PAGE

[Get Started](#)

## What does \$1000 per Key page mean (for website project)?

**For website projects we charge a simple flat rate per Key page.**

This means you can easily calculate your likely price, for example:

- a simple one-pager site for a small business: \$1000
- a simple 5 page microsite for a brand: \$5,000
- a medium size business website with approximately 15 pages: \$15,000
- a larger corporate site with 60+ pages: \$60,000

### Key Pages

Key pages are those pages that require design and development by us.

It's probably easier to describe what a non-Key page is. Non-Key pages include:

- We don't charge for the basic 'admin' pages such as Privacy policy, Terms of service
- Legals, Disclaimers
- Thank You page
- 404 Error page, etc.

We'll include as many of these non-Key pages as you need free of charge. If it doesn't need any design, we include free of charge.

### History

(In case you are interested, we used to have a detailed calculator that factored in the difficulty of pages eg a Home page is more complex than a Contact Us page, but based on our experience over the years we found the projects usually averaged out to around \$1000 per page.)

# FAQs

## Working with XEN Create

---

### What's different about your service versus Upwork, Fiverr, and other web design services?

Finding good designers isn't difficult, but working with them can be. It depends on where you are in your business requirements.

For example, we used to use designers from Upwork, Fiverr and some of the popular design subscription sites. They were excellent in our initial years.

But then we found we needed rapid response on urgent items eg we discovered changes on a page that needed to be updated immediately. We found there was a delay with the designers we were using - sometimes they wouldn't respond until the next day (sometimes not for days at a time), and then in other cases we need to log tickets, and then find our new ticket was queued behind a task currently in progress and would wait, etc, etc.

At that point we started hiring full time web designers for ourselves. We had entered a new stage of our business.

If you can relate to this, then perhaps we're a fit for you.

We've taken that same responsiveness that we needed for our own business, and started making it available to clients as well.

(And of course, if you don't need the rapid turnaround, then you're probably fine with Upwork, fiverr, etc)

---

### Our company has multiple brands - do you include this in pricing?

Yes, our pricing is per page, regardless of brand.

For example, if you have a main site, a micro-site, and separate new landing page to be developed, we'll work on all of them, using our standard per page pricing model.

---

### I'm an agency, can I use you for my clients?

Yes, we often work with other agencies.

Note however that we are not a fit for a white label approach. Which simply means you need to be happy with us working directly with your clients.

We're a good fit for agencies who don't want to provide the website development/implementation piece. Typical examples are branding agencies who want to focus on the brand strategy but not the execution.

We'll chat with you at the start to ensure we know where the boundaries are - we'll never tread on your toes when it comes to related offerings (eg if you provide HubSpot consulting like we also do).

---

### We already have a design team in-house, can you help with overflow work?

Yes, for larger companies who already have an internal web design team, we can be a complement to your team during busy periods - a common example is if you have a micro-site or landing page you need developed, but your internal team is already at capacity.

# FAQs

## Working with XEN Create

---

### When do you charge/invoice me?

**For smaller websites (less than 10 pages):** We invoice the full amount upfront before work begins.

**For larger websites (more than 10 pages):** We invoice a \$10,000 deposit upfront to start the project. As the scope is confirmed, the remaining amount is invoiced in agreed-upon milestones, usually monthly.

---

### Am I locked in a contract?

For smaller websites with less than 10 pages, we invoice the full amount upfront. For larger websites with more than 10 pages, we invoice a \$10,000 deposit upfront, with the remaining amount invoiced in agreed-upon milestones.

We don't provide refunds. However, we can pause a large project if needed, provided the pages already developed are paid for.

---

### What's different about XEN Create?

There's plenty of web design services out there - so what's different about working with XEN Create?

There's four key frustrations (plus a bonus one) we've worked hard to solve for growing businesses:

**1. [Speak to your designer](#)**

Skip the hassle of tickets and messages by jumping on a call with your designer.

**2. [Rapid response](#)**

Say goodbye to delayed task queues for quick fixes; enjoy rapid updates from your designer.

**3. [Work on all your pages at once](#)**

Experience seamless brand consistency with us as we efficiently tackle multiple items, eliminating wait times between tasks.

**4. [Never use a stock image again](#)**

Upgrade to exclusive AI-created imagery from tools like Midjourney and Adobe Firefly, with full ownership rights.

**5. (Bonus): [HubSpot expertise](#)**

We can set up all your visual assets directly in your portal, including landing pages, emails, social updates, website pages, documents, files, etc.



# FAQs

## Website Design

### How long does a website project take?

As a general guide, for a well defined project (ie we've been through the planning stage with you and know the site goals, number of pages and site architecture) we estimate:

- o 1 week initial setup, PLUS
- o 1 business day per page

For example, a 7 page microsite would take:

- o 1 week (ie 5 business days), PLUS
- o 7 business days

ie overall 12 business days for us to implement in HubSpot.

And then it's over to you to provide feedback, tweak content, approve, etc - all of which is usually outside our control (eg if it takes you 4 weeks to review internally and approve, that's out of our hands).

Every project is different of course, and some sites are more complex than others. We'll advise early if we think the above general guidelines won't be reliable for your project.

### What HubSpot theme do you use for website design?

Every site we build is built using the [CLEAN theme](#). We use this exclusively.

As well as being the top selling theme in the HubSpot Marketplace, it is also the most flexible and (importantly) the most enjoyable to use.

We've been building sites in HubSpot since 2017, and since 2020 we've switched to only using CLEAN theme. Our team know it back to front and are incredibly quick to build with it.

### Do you provide ongoing maintenance and support once the site is live?

Yes, once your new site is live, we continue to provide responsive, comprehensive support via monthly maintenance options.

Monthly maintenance packs start at \$500 per month and cover quick content tweaks and updates to existing pages.

(Design and development of new pages is charged at our usual per page price)

### What type of websites do you build?

We build business websites including:

- o simple one-pager sites
- o landing pages
- o micro-sites
- o small business sites (eg 5-10 pages)
- o company sites (10-30 pages)
- o corporate sites (30-70 pages)

We focus on marketing based and sales based websites (ie promoting your brand, educating your audiences, and driving enquiries) as opposed to interactive sites (eg in-depth calculators, process interactions, or workflow based).

Not sure what you need and if we're a fit? No problem, simply contact us to discuss.

# FAQs

## Website Design

### What size websites do you build?

As a general guide, we're a good fit for websites up to around 70 or so pages.

Anything bigger than that and you're probably looking for a different kind of agency - someone who focusses on large corporate sites.

The reason we're not a fit is because those larger projects usually require a significant level of project management, account management, stakeholder, change and rollout management - which we're not ideal for.

Whereas projects below that size are usually managed with a marketing department, which is much more of a fit with our team.

If you're not sure, please feel free to reach out and we can discuss the specifics with you.

Summary:

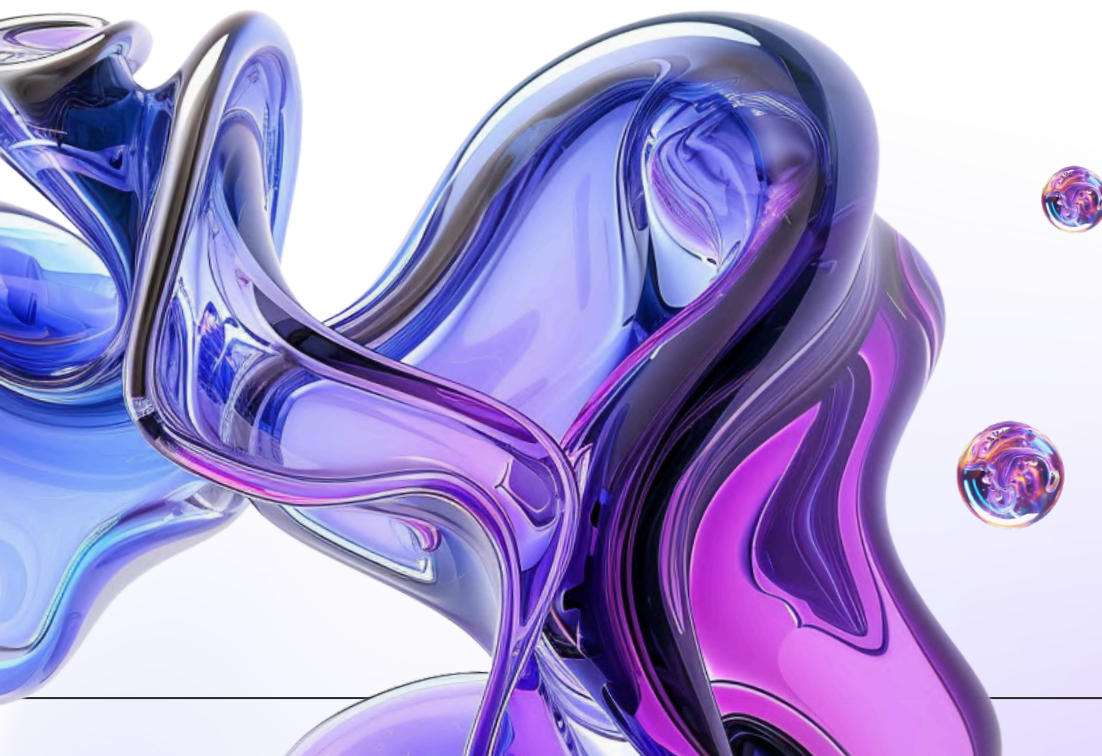
- 1 page website
- 5 page microsite
- 15-30 page business site
- up to 50-70 page corporate site

are all a fit. Anything larger, likely not.

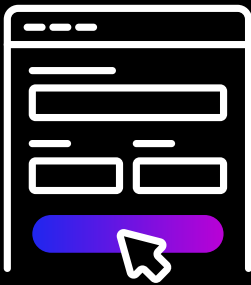
### What is web accessibility?

Web accessibility ensures that websites, tools, and technologies are designed and developed to be usable by people with disabilities. This practice makes web content accessible to everyone, including users who depend on assistive technologies to browse the internet.

Learn more about web accessibility and our partnership with accessiBe [here](#).

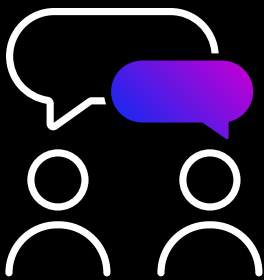


# How to get started



## 1. Check if we're a fit

Fill out the form and book a call with us to discuss whether we're a fit for you.



## 2. Talk to a designer

Let's chat about your requirements and we'll get started on your request.



## 3. Start getting designs

Share your feedback and we'll quickly work on the revisions. We can provide the source files too!



[Get Started](#)





XEN   
**create**

Your Rapid Response Design Team

[WWW.XENCREATE.COM](http://WWW.XENCREATE.COM)