



*Divinely
Excellent*

*Are you Ready to Make a
World-Wide Impact?*

Website Synopsis

Divinely Excellent Consulting, LLC

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Businesses often wonder if they need a website because they already post on social media platforms like Facebook and Instagram. Unfortunately, you can't kill two birds with one stone when establishing digital real estate.

Social media is used for marketing purposes, and while it has some benefits, it can't replace a website.

Keep reading to see just how valuable a website is to your business, nonprofit, or ministry.

I hope this guide answers all of your website questions. Feel free to reach out to me with any questions.

Website



856-530-7678



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Hi! I'm Sabrina Showell

I'm an Aspiration Design Strategist who specializes in creating a unique pathway for others to achieve their goals. As a young adult, I prayed for the ability to be multi-talented, and years later I blossomed into a highly sought-after personal administrative assistant. I quickly found that I had a superpower. Anything I put my mind to I was able to absorb and accomplish things seemingly with little effort. However, my most important trait was that I could successfully execute someone else's dreams, visions, or goals. From there, I decided to accomplish my own dreams and I launched Divinely Excellent Consulting, LLC.

7 Reasons You Need a Website

OWNERSHIP

Social Media platforms are always changing their algorithms without notice. You can also be locked out of your account. A website gives you the right to post whatever you'd like without worrying about being banned or deleted.

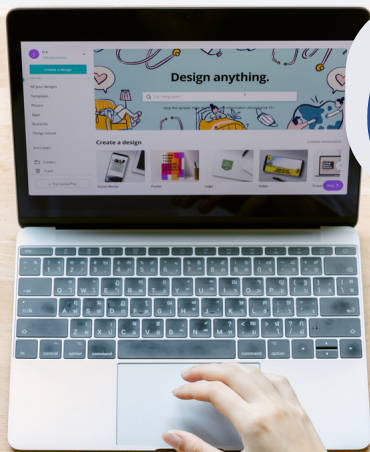
01



02

EFFORTLESS SEARCH

Information is easily lost on timelines. Followers have an overwhelming amount of stimulation and your audience can forget you exist. All of your information is centrally located, clearly organized, and Google searchable on a website.



03

SECURE TRANSACTIONS

The belief that website transactions are more secure is due to encryption. It's rare for people to send money thru social media.. Encrypted websites are much more safe.



7 Reasons You Need a Website

04

CREDIBILITY & TRUST



An organization is more credible when they have a well-designed and functional website. The information found on a website is considered more reliable and the business, nonprofit, or ministry seems more trustworthy.

EXTENDED REACH

Did you know you can only reach a small percentage of your audience on social media? Your website can reach far more people and you can enable tracking and use other metrics which helps you build your audience.

05



7 Reasons You Need a Website

BAD REVIEWS

06

Social media trolls often harass businesses by leaving bad reviews and making fake accounts. Unfortunately, you can't remove bad reviews even if they're false. The most you are able to do is flag the review and wait for Facebook, etc to remove it...or not.



07

HACKED ACCOUNTS

Surprise! Your business can be cloned or hacked and it could takes weeks to fix. Waiting can create a breeding ground for hackers to harass your audience, make negative posts, and damage your business's identity.

Your Account Has Been Temporarily Locked

We've detected suspicious activity on your Instagram account and have temporarily locked it as a security precaution.

It's likely that your account was compromised as a result of entering your password on a website designed to look like Instagram. This attack is known as phishing.

Over the next few steps we'll ask you to verify your identity to help secure your account, and let you log back in.

Continue

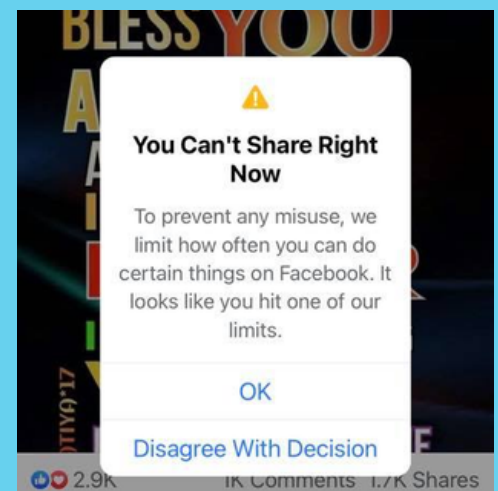
Can You Handle this?



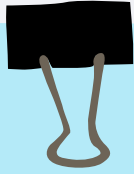
For weeks now a person has been spamming our Facebook and Instagram pages. He uses different fake accounts, but it's basically the same content. We tried to reach out to him and start a conversation, but he's not responding. We keep banning those accounts, but new ones continue popping up. Does anyone have suggestions on how to stop or



URGENT HELP: Each of our campuses has their own facebook group that is admin by staff at that location and by our comms director. We had to let go of one of the campus staff and the person retaliated by hijacking the campus group page. They left themselves as the one admin and refused to give back any access or control of the group to anyone on our staff. This is



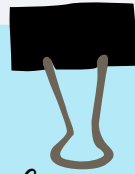
Social Media Decline



"There are 1,500 stories that could appear in a person's News Feed each time they log onto Facebook."

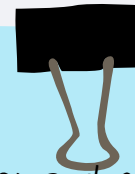
www.facebook.com/business

As users increase on new platforms, you'll find yourself in a vicious cycle of constantly opening new accounts.



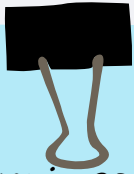
"Lack of engagement comes hand-in-hand with low attendance and technical difficulties."

www.altarlive.com



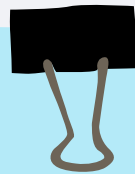
Twitter cut about half it's staff, lost more to resignations, and had losses of \$4 billion dollars per day.

www.cnn.com



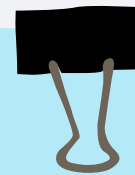
"Organic social, in general, has been trending downward in terms of traffic and engagement for years."

www.searchengineland.com



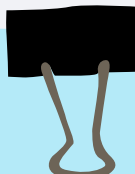
"Social media has long been documented as having negative effects on it's target audience"

www.flaunter.com



Facebook parent company, Meta laid off 21k+ employees

www.cnn.com



"Fake social accounts take advantage of your brand reputation to gain a false level of credibility, allowing their misinformation to spread as fact."

<https://blog.hootsuite.com>

"Unlike social media followers, you have a direct connection to the audience on your website."

<https://arena.im>

"The decline of social media platforms is indicative of a broader pattern of prioritizing monetization over user experience, leading to a growing disconnect between the user and the product."

www.Culture.org

"When you build an audience on another company's platform, your ability to access that audience is limited."

<https://arena.im>

10

Benefits of Using SquareSpace

They have a user friendly platform enables you to edit without hiring a designer. **3**

6 It's affordable and you have the option of paying monthly or annually.

Although you don't need plug-ins, you can link third party tools & **9** accounts.

Responsive Design makes sure you're website looks **1** good on all devices.

4 You can add video and background banners, edit photos, and use animation.

7 Built-in analytics help you monitor your website's performance and keywords.

It is used by companies like Airbnb, The New York Times, and The Guardian. **2**

You can create **5** password protected pages to restrict access to sensitive content.

They provide chat support, 24/7 email support, and a community forum when you need help. **8**

10 It has built-in SEO (Search Engine Optimization). and free SSL security to improve Google ranking.

Case Studies



Creative
Solutions for
your Business

Website Overviews

Examine the work we've done for past clients. As web designers, we create the design and layout for all pages of a websites.

As strategists, we improve businesses through copywriting, UX/UI, and brand strategy.

Fresh Start Your Life

Life Coach, Author, & Speaker

Improved Website Copywriting & Marketing

Enhanced User Interface & Overall Experience

Aligned Brand Colors with Relevant Stock Photos

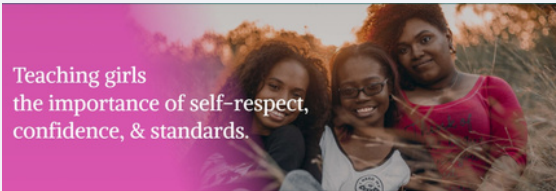
Before



Designs created with user interface (UI) and user experience (UX) in mind make sure customers can easily navigate from point A to point B. It's not about creating navigation links. It's focused on creating a pathway based on a customer's thought process. It helps service-based and product-based businesses increase conversion rates.

Uniqueness On the Rise

Non-profit Organization for Young Girls



Be Proud of Who You Are – You are Unique!

Standing Out with Self-Respect

Somewhere along the way, young ladies seem to have lost their sense of self-respect! We aim to re-establish it by teaching them to have confidence in their unique qualities, abilities, and characteristics.



IMPACTING THE COMMUNITY

Uniqueness On The Rise strives to spread the message of hope and compassion to our young girls. We believe that our way is the right direction. It all it takes to make a positive impact in the community.

IMPORTANCE OF EDUCATION

We aim to create greater opportunities for those in need. With access to the necessary resources, girls can be empowered by their hidden strengths and talents, and gain the confidence to fulfill their potential in life.



What We Do



ASSISTANCE



Although standards seem to be a foreign topic, we are positively impacting our teens to be the trendsetters and trailblazers who bring standards back into popularity and mainstream awareness. We also provide the necessary training required to apply for colleges, trade schools, and future career opportunities.

BRILLIANT MINDS



Our team consistently works around the clock towards establishing our mission to develop well-rounded young ladies through advocacy and community outreach. To reinforce the importance of acquiring knowledge, we hold seminars covering topics like financial literacy and business skills.

EMPOWERED



We provide a variety of items such as school supplies, hygiene supplies, and sanitary items. Outer appearances are crucial to a teenager's confidence so we start there, then we work our way towards the deeper issues. Donations from the public and private companies (for supplies) are always appreciated.

Our girls need us now more than ever! That's why it's important to pass on your knowledge. Join us!

Stay Connected

We would love it if you would join our mailing list.

Sign Up

Uniqueness on the Rise Blog



F.O.C.U.S.

Use this questionnaire to F.O.C.U.S. on you. Find opportunities to cultivate unique strengths. Great one & will be worth it.



Answering the Call

We partnered with ANGLAT ministries to help young women prepare.



Giving Myself Away

I wrote this book to show young ladies the realities and effects of searching for love in all the wrong places.



Grown & Sexy Adulting

The grown and sexy adulting challenge inspires women to teach young girls not to make the same mistakes they made when they were young and reckless.

Uniqueness on the Rise

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(856) 649-3873

Uniquenessontherise@gmail.com

Our Work

About
Donations
Contact Us
Blog

Follow

Facebook



Multiple blog posts to help with SEO and increase website traffic



Aligned Brand Colors with Relevant Stock Photos



Improved Website Copywriting, User Interface, and User Experience

One of our services includes writing relevant and thought-provoking blog posts. Having blogs on your website helps people to find your business and to understand your company's values and beliefs.

The website copywriting focused on clarifying the organization's message so that prospective donors could easily decide to donate and support the organization's goal of improving young girl's self-worth. We also added an email list so donors could stay connected.

Tracy Gittens Ministries

Christian Minister, Christian Educator, & Author

✓ Improved Website Copywriting & Restructured Web Store

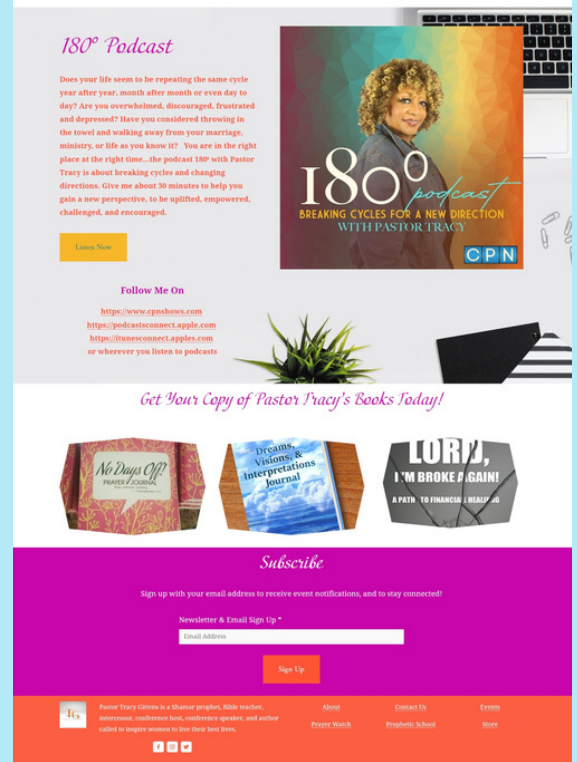
✓ E-Course
Registration
Streamlined

✓ Creative
Limitations
Resolved with
Multi-color
Designs



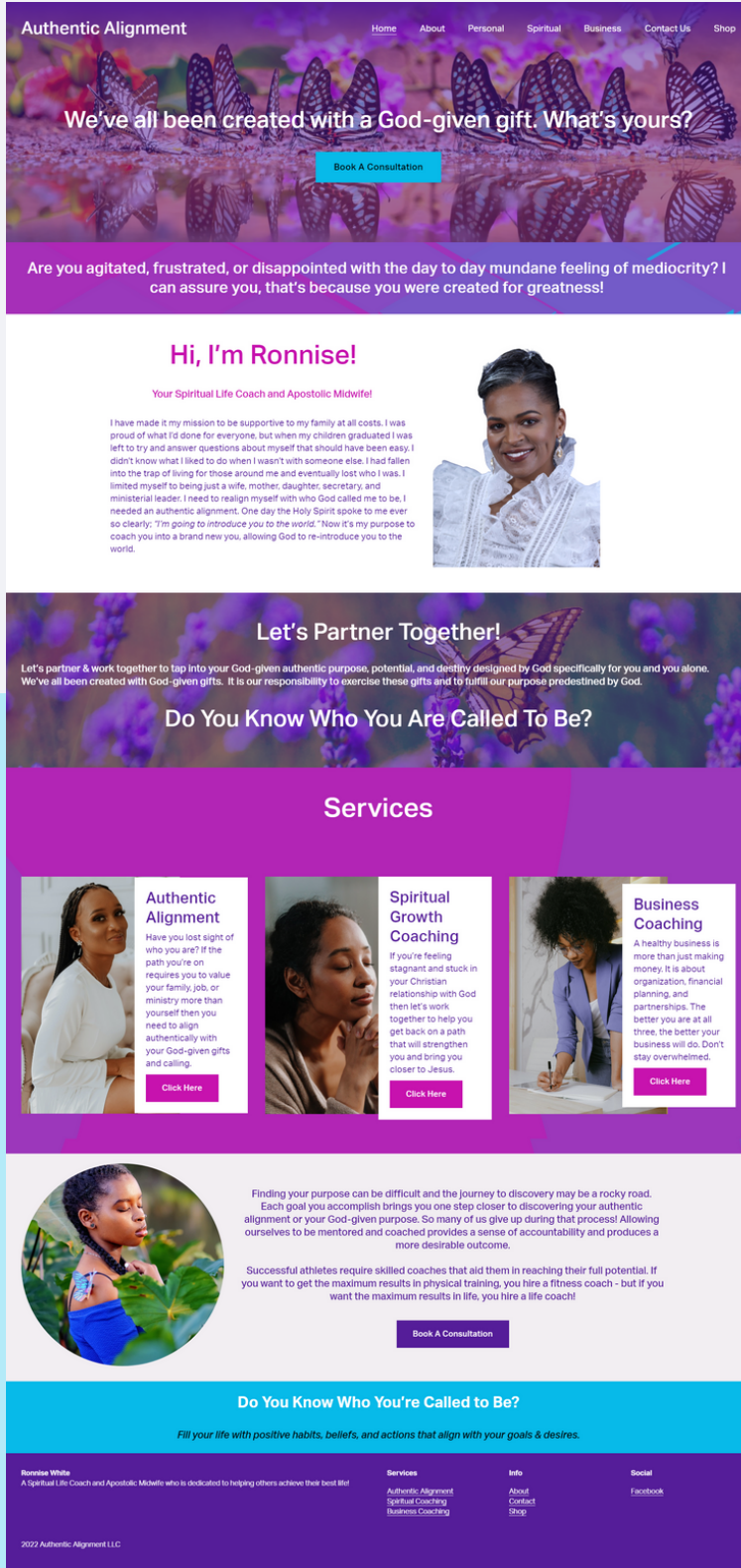
Good website copywriting means clearly communicating your message, goals, and values to your audience. Writing good copy is just as important as design and includes SEO and marketing strategies.

We balanced the desired bright color palette with relevant graphics and updated copy. We improved the user experience regarding E-course registration and streamlined all information into Google databases for easy retrieval.



Authentic Alignment

Spiritual Life Coach, Apostolic Midwife, & Author



✓ Developed the Tagline & the Brand Message

✓ Created Website Copy, Logo, & Service Packages

✓ Aligned Brand Colors with Relevant Stock Photos

Since we specialize in Aspiration Design Strategy, we were able to dissect the heart of this CEO and help clarify her thoughts and ideas to develop the tagline and the brand message. After that, we built the website with the desired brand colors, wrote the website copy, and created service packages.

The Embassy Connection

Community Development Center



Created Tagline, Color Palette, Logo, and Aligned with Relevant Stock Photos

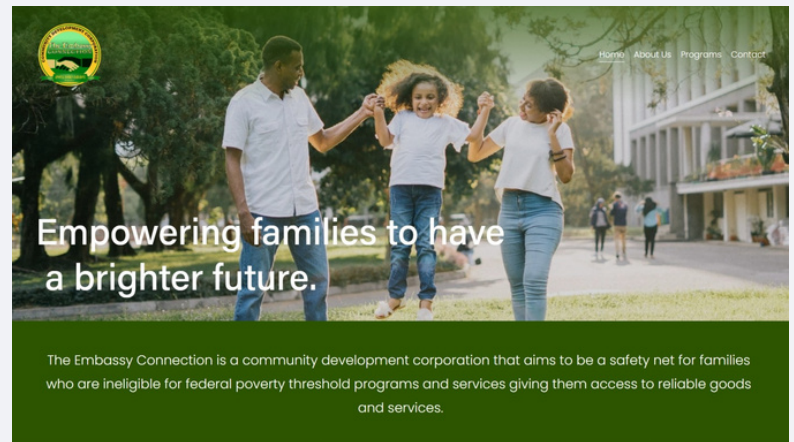


Created Website Copy & Clarified Brand Message



Developed & Designed User Interface and User Experience

Grassroot organizations aren't always full of developed ideas, so we take the time to brainstorm with the staff and CEO. After we highlight their interests and missions, we organize it into programs. Then we were able to create the color palette and tagline which was based on the logo.



What We Do



Our Programs

We offer free food, infant items, and household goods to eligible families.

- **AHEART** - Help for infants in crisis
- **Storehouse** - Help for hungry families
- **E.C.O.** - Help with everyday goods & family fun



Our Services

We offer a wide range of services for businesses and individuals looking to expand and grow.

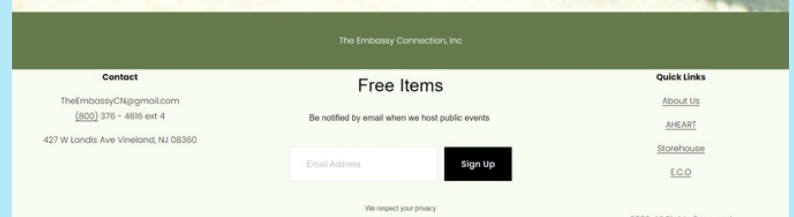
- **Business** - Management & consultations
- **Education** - Career development & finance literacy
- **Training** - Webinars, masterclasses, and more



Event Rentals

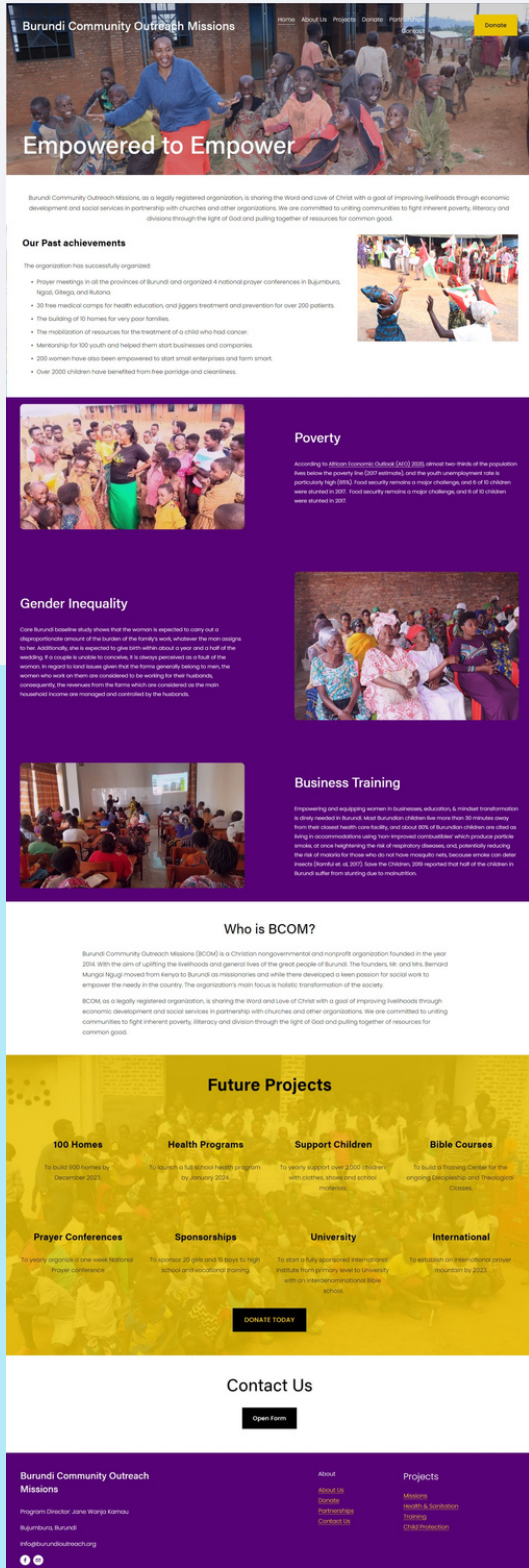
We have adequate space and multiple locations for rent for the following:

- Weddings
- Funerals
- Special Events & Catering



Burundi Community Outreach Missions

International Non-Profit Organization



✓ Clarified & Organized the Brand Message

✓ Created Website Copy & Assisted with Professional Email

✓ Provided Support and Training for Website Maintenance

Organizations that already have their website copy ready for posting are the easiest to work with. Although this NGO is located in Burundi, Africa, we were able to clarify and organize their message with a little bit of copywriting. We later trained their staff to take over.



Working with Divinely Excellent

What to Expect

01

FIRST MEETING

We will discuss desired design elements, cost, and the estimated completion timeline. A signed contract is required as well as an initial deposit to begin work.

02

COLLECTIONS

You will need to provide us with important information such as pictures, biographies, and/or contact info. A list of needed items will be sent during the process.

03

PROJECT

You can expect a near complete project within 4 to 6 weeks. If anything is needed within that timeframe, an email or text message will be sent out.

04

CHECK IN

Around 4 weeks, we will send out a link for you to observe the private website before it's launched. This is the time to make suggestions and fix any incorrect info, and make changes.

05

FINAL MEETING

During the scheduled Zoom call, we will help you connect Google Drive to your website and finalize and details. You will also receive a link to join the website as a contributor to begin the transfer of ownership.

06

TRANSFER

Transferring ownership of your website will be completed after the final meeting and all last minute items are addressed. The transfer will not occur until the final payment has posted.

Divinely Excellent Consulting

Website Packages

GENESIS

1

INCLUDES

10 Basic Pages

(Homepage, About, Contact, Services/Ministry (3), Privacy Policy, Terms & Conditions, Staff, and Testimonial page)

Cookie Pop-Up Included

Aligned Brand Colors with Relevant Stock Photos

User Interface & User Experience Design and Development

\$600

ECHELON

2

INCLUDES

Everything in Genesis PLUS

Website Copywriting with SEO & Keyword Research

1 Promotional PDF *(Lead Generation E-book)*

\$900

SAVANT

3

INCLUDES

Everything in Echelon PLUS

1 Retractable Banner *(Design, Printing, & Shipping Included)*

Brand Message Strategy *(Marketing language framework)*

2 Blog Posts with SEO & Keyword Research

Social Media Flyer *(600x600)*

\$1500

Does not include any fees associated with Squarespace or Domain hosting fees.



ADDITIONAL SERVICES

01

COPYWRITING - \$150

Developing your business's message is an art form. We will choose prime keywords to develop a message that fits best with your business and communicate your significance to your target audience. **Does not include blog posts.**

02

RETRACTABLE BANNER - \$350

Banners can be used for tradeshow, health fairs, and business expo's. They are often used by authors, speakers, and nonprofits to stand out from the crowd and showcase their services and contact information. **Includes shipping**

03

LOGO DESIGN - \$400

Professional logos include 4 logo types which are the primary logo, secondary logo, submark, and logomark. This add on service will provide PNG and/or JPG files for each logo type. Vector files are available upon request.

04

E-COMMERCE - \$375

Uses the Square/Weebly platform to create a simple, branded, minimalist website for merchandise with inventory tracking. Up to 15 products with sizes and 3 color variations included. Extra products are \$25 each.

People want to align themselves with organizations that share their views, values, and beliefs. Social media pages offer limited space for information.

~ Sabrina Showell

A WINDOW OF OPPORTUNITY



Thank you for reviewing our website synopsis. Make an investment today in your business, ministry, or non-profit organization. This is your window of opportunity to make a long-lasting , world wide impact is truly worth your attention. Contact us today by phone or email.

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www.DivinelyExcellent.com