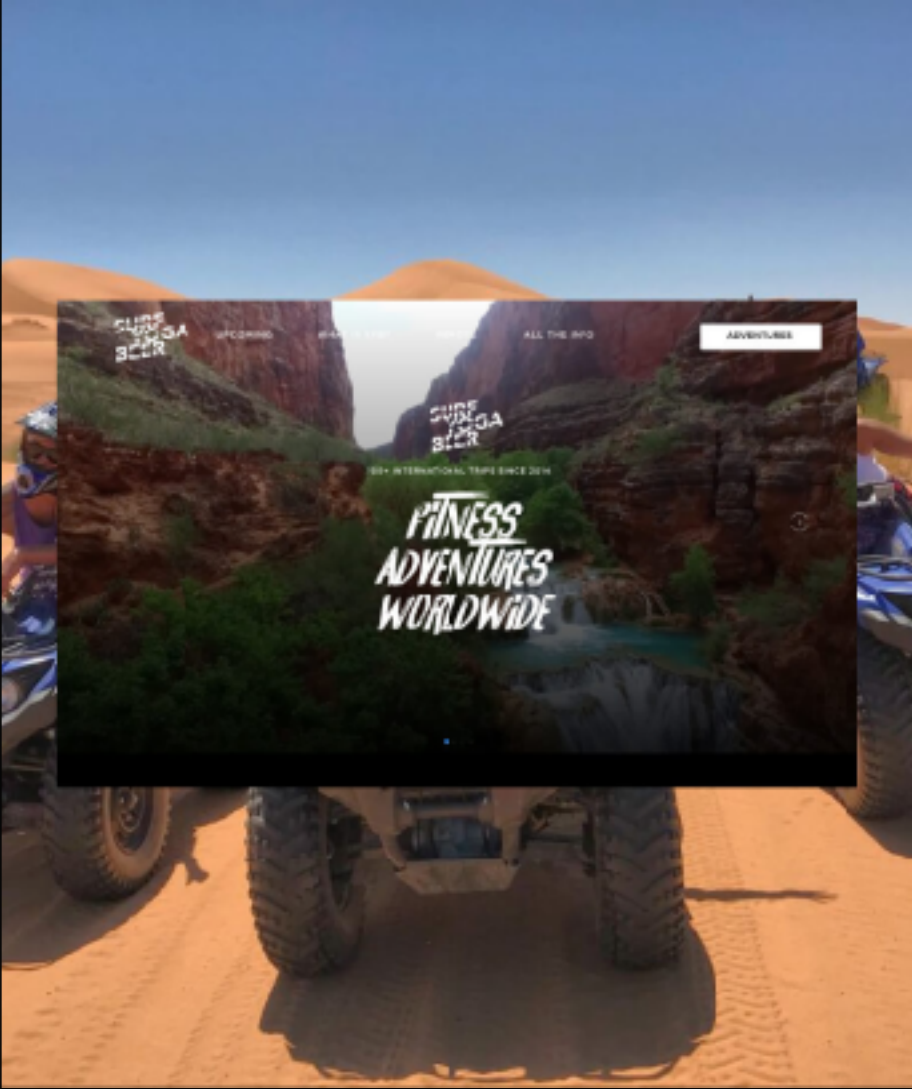
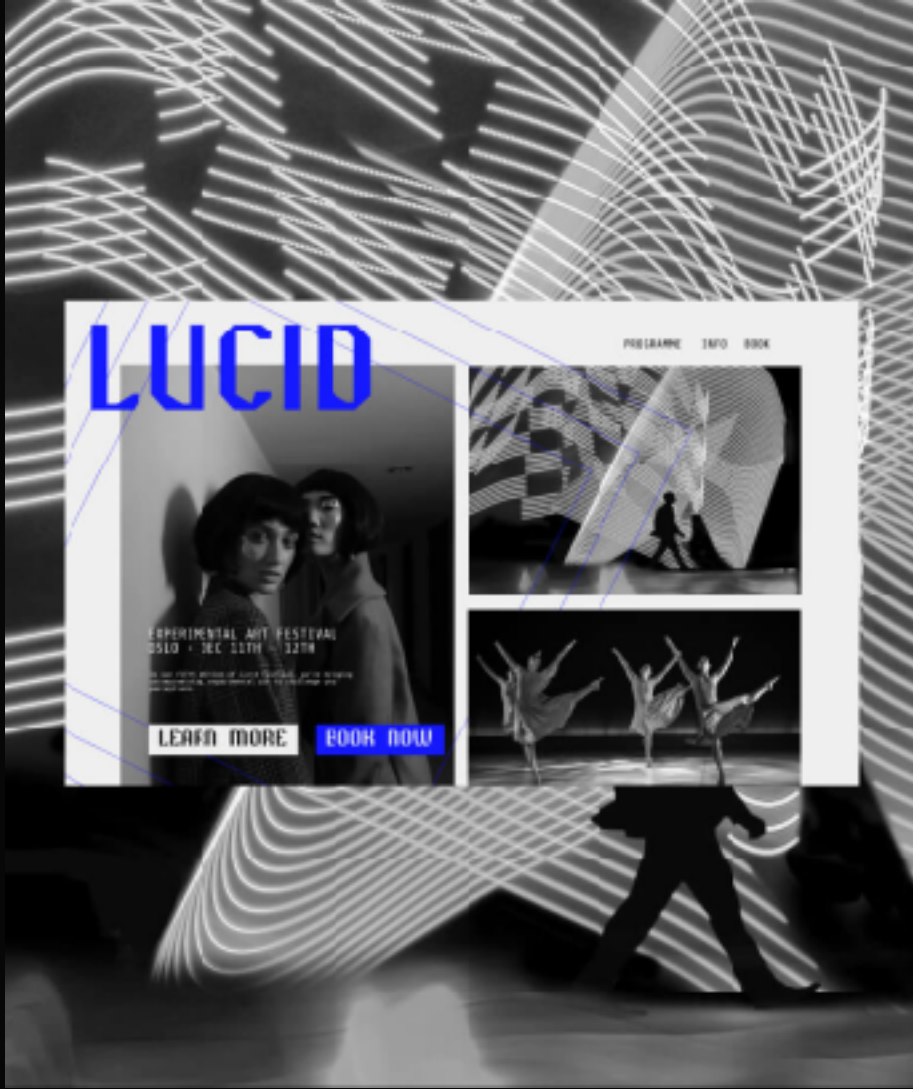


EASOL PROS



BRAND IDENTITY

WEBSITE DESIGN

WEBSITE BUILD

CONTENT MIGRATION

WEBSITE DEVELOPMENT

EASOL



01 INTRO TO EASOL PROS

02 EASOL PRO PACKAGES

03 THINGS TO CONSIDER

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05 HIRE AN EASOL PRO

EASOL

INTRO TO EASOL PROS





SUPERCHARGE YOUR EXPERIENCE BUSINESS WITH EASOL PROS

We understand how daunting it can be to build a new website. That's why we've built the [Easol Pro Directory](#) – it's an easy way to find specialised support and level up your experience business.

Easol Pros are third-party freelancers and agencies, approved by Easol that can help you with anything from branding to website migration. They are talented experts in their field and know the platform inside out.

All Pros have worked with businesses like yours – some even run their own experience businesses!

FEATURED EASOL PROS



AMY PATSALIDES

\$\$

- Branding
- Website Design
- Website Build

[VIEW PROFILE](#)

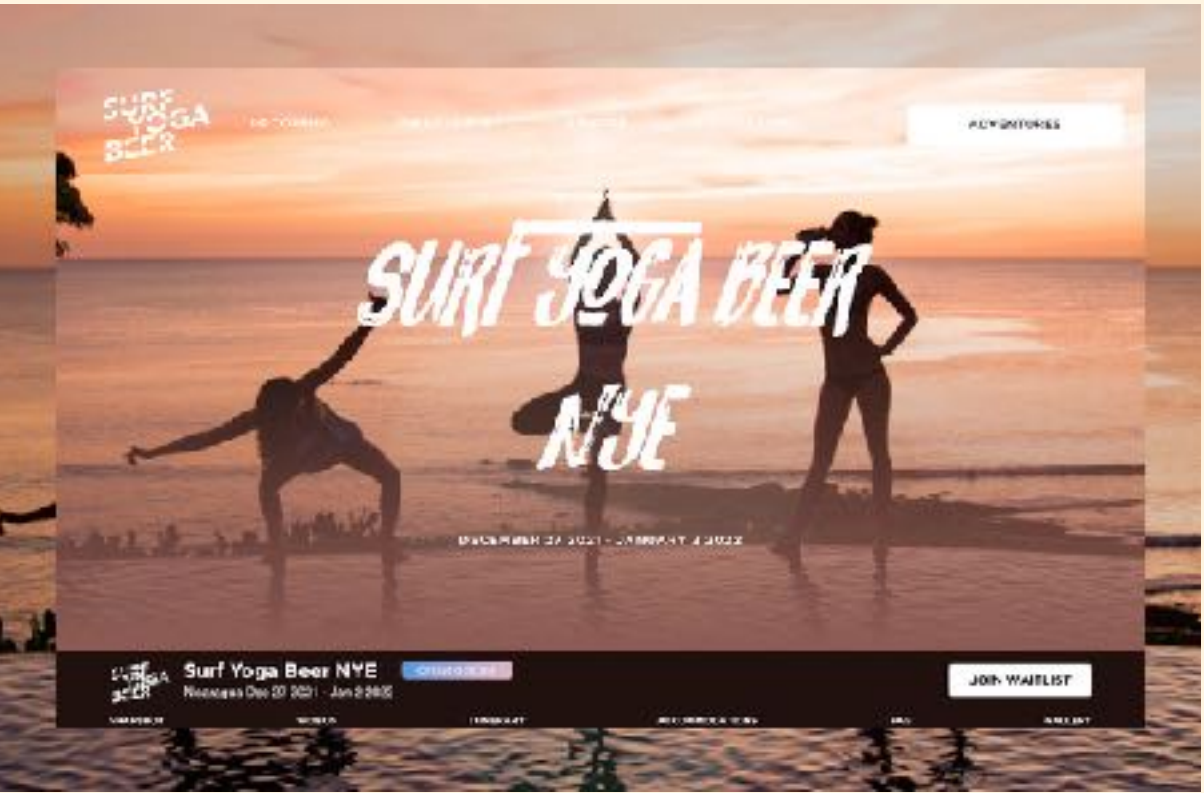


BEN KITCHING

\$\$

- Website Build
- Website Development

[VIEW PROFILE](#)



ELITE TECHLOGIX

\$

- Website Build
- Content Migration

[VIEW PROFILE](#)

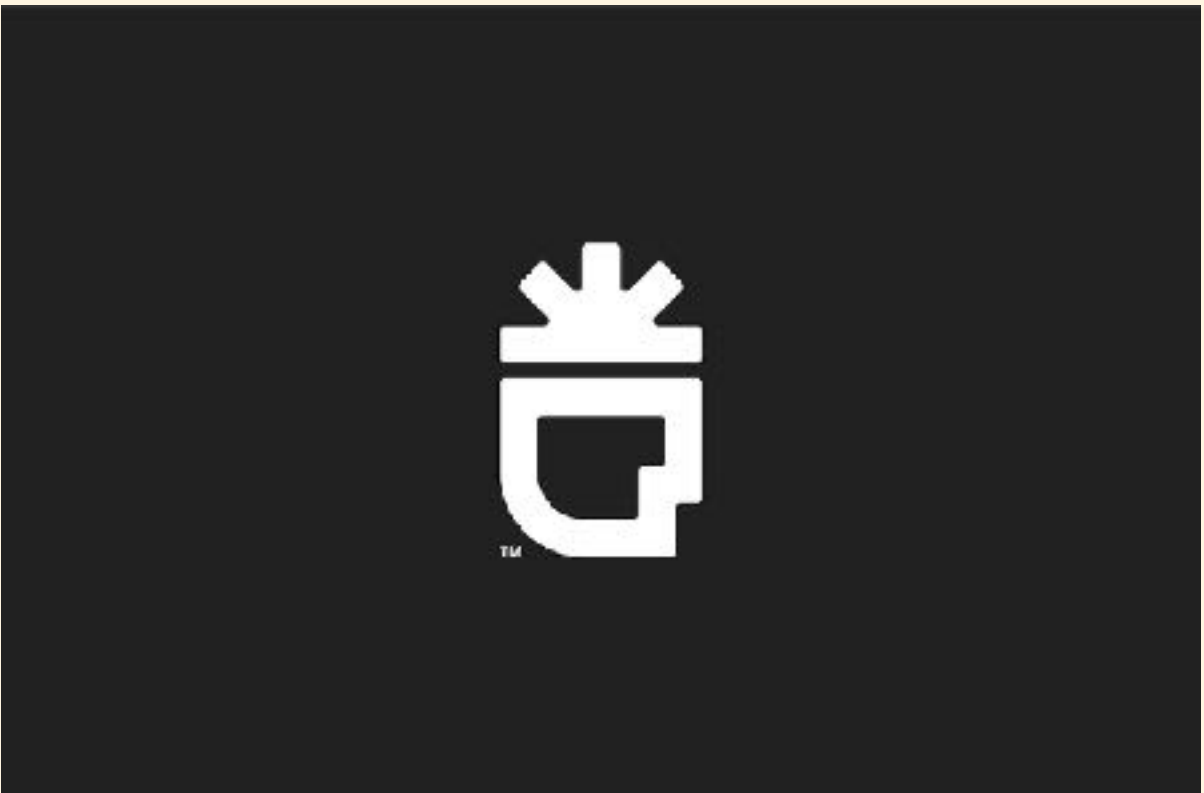


ALWAYS CREATIVE

\$\$\$

- Branding
- Website Design

[VIEW PROFILE](#)



WHY HIRE AN EASOL PRO?



YOU'RE A POWERHOUSE OF ONE (OR TWO)

Building a website and managing an experience business at the same time is no easy feat. Easol Pros can provide extra support so that you can focus on what you do best.



YOU WANT TO LEVEL UP YOUR BUSINESS

As experts in their field with knowledge in your industry, Easol Pros have the creative and technical skills to turn your ideas – new branding or website – into reality.



YOU NEED HELP MIGRATING YOUR WEBSITE

There are Pros that can help you literally move everything from your existing platform and get you set up on Easol, saving you time and ensuring a smooth launch!

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JOSH - RESURFACE

The process and outcome surpassed our expectations.

“We worked with Easol Pros to create a new brand identity and website for our surf-therapy retreats. It has been paramount in launching Resurface as a credible and established global wellness brand and we couldn’t be happier with the results!”



JAMES - GLOBAL BIKE FESTIVAL

Fast, efficient and great results!

“I was so impressed with the speed and efficiency of the process to create our website through Easol Pros. We were under pressure to hit a deadline for launch and the support we got was crucial to ensure we got the site live in time and looking great.”



MANTAS - SURFYOGABEER

We are super happy with our new website!

“The knowledge and enthusiasm for our field of business working with Easol Pro Designers and Developers made creating our new website a really awesome experience from start to finish.”

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EASOL PRO PACKAGES





BRAND IDENTITY

Get core brand and design elements that make your business stand out from your competitors

\$ = \$1500–2500
\$\$ = \$2500–5000
\$\$\$ = \$5000–10000

Common Deliverables

- ✓ Strategy workshop
- ✓ Logo design
- ✓ Style guide
- ✓ Messaging & positioning
- ✓ Brand voice
- ✓ Illustration & graphics

WEBSITE DESIGN

Get your website designed and optimised for user experience and conversions

\$ = \$400–1000
\$\$ = \$1000–3000
\$\$\$ = \$3000–8000

Common Deliverables

- ✓ Site architecture
- ✓ Wireframe
- ✓ Design mockups

WEBSITE BUILD

Get your website built, customised with your branding, configured for your business and launched on Easol

\$ = \$250–500
\$\$ = \$500–1000
\$\$\$ = \$1000–3000

Common Deliverables

- ✓ Website configuration
- ✓ Theme customisation
- ✓ Experience configuration
- ✓ Content upload
- ✓ Domain configuration

CONTENT MIGRATION

Copy and move your content and experiences from your existing platform to your new website on Easol

\$ = \$250–500
\$\$ = \$500–1000
\$\$\$ = \$1000–3000

Common Deliverables

- ✓ Content migration
- ✓ Experience migration

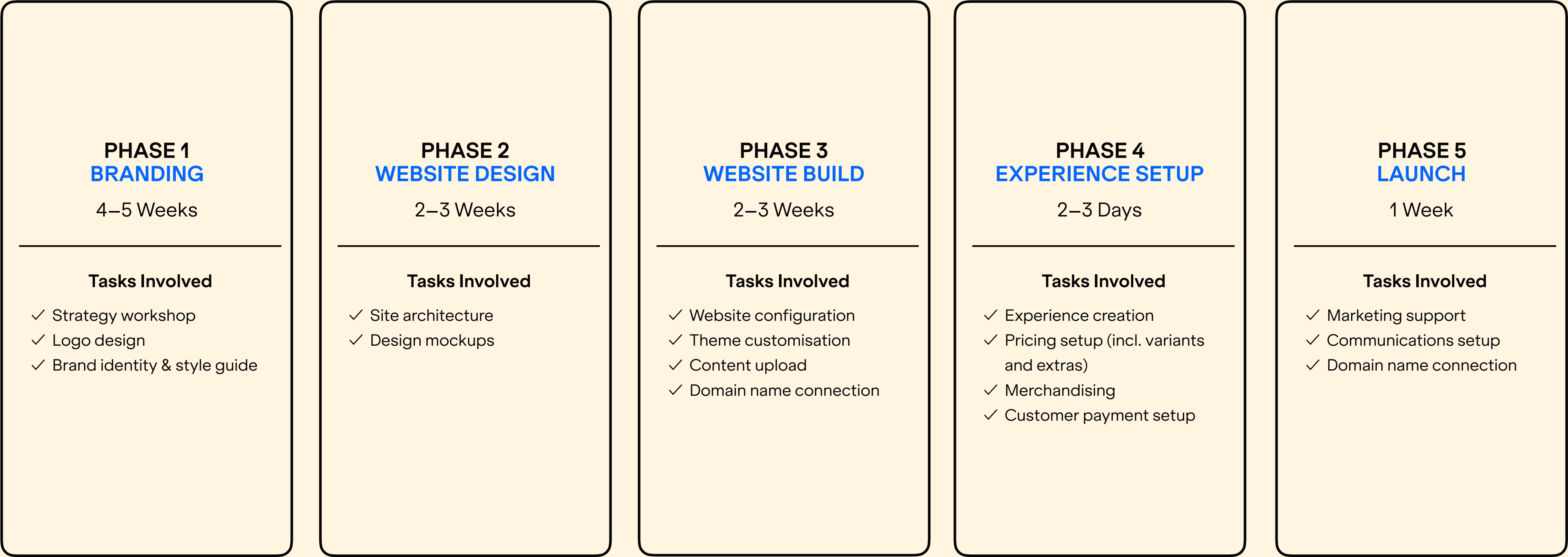
WEBSITE DEVELOPMENT

Add extra features to a standard Easol theme or build a custom theme from scratch

\$ = \$1500–2500
\$\$ = \$2500–5000
\$\$\$ = \$5000–10000

Common Deliverables

- ✓ Custom modifications
- ✓ Custom theme





What is “branding”?

Branding refers to all the core design elements that make your business recognisable and distinguishable from your competitors.

Branding impacts how you look, how you sound and the way you generally present yourself to customers.

Recommended Pros

- [Amy Patsalides](#)
- [Electric Mustard](#)
- [Always Creative](#)

What deliverables can you expect?

- **Strategy workshop** – branding specialists will typically run workshops with you to understand your business so that they can help you best communicate your values.
- **Logo design** – the visual brand mark for your business.
- **Brand identity & style guide** – the rulebook defining all the visual elements of your brand, including logo use, typography and colour.
- **Messaging, positioning & brand voice** – what you communicate and how you communicate it to inspire customers to book an experience.
- **Illustrations & graphics** – custom artwork to bring your brand to life.



What is “website design”?

Website design involves working out a website’s appearance, layout and, in some cases, content, such as the imagery and text.

Website designers will consider your customers’ experience and your business goals to ensure the website is optimised for conversions and sales.

Recommended Pros

- [Amy Patsalides](#)
- [Electric Mustard](#)
- [Hannah May](#)

What deliverables can you expect?

- **Site architecture** – the structure of your website, including a list of all pages and what lives on those pages.
- **Wireframes** – a basic blueprint of your website used at the start of the design process to help you think through the content layout and user experience.
- **Design mockups** – a prototype of how your completed website will look.



What is “website build”?

This stage involves using Easol’s built-in platform features to set up and build your website – from creating pages and applying colours to arranging layouts and content.

In general, website build and configuration is concerned with ensuring your website looks and functions the way you expect it to.

Recommended Pros

- [Nina Pang](#)
- [Ben Kitching](#)

What deliverables can you expect?

- **Website configuration** – implementing your website theme and configuring the pages and layouts for your experiences.
- **Theme customisation** – adding your brand assets and styles to your website theme.
- **Experience configuration** – adding your experiences and configuring pricing, so that they look their best and customers can purchase them.
- **Content upload** – adding your content to your website, as well as image sourcing and copyediting.
- **Domain name connection** – configuring your domain name and launching your website.



What is “content migration”?

For experience businesses that have a lot of experience offerings and/or content on their website, this can turn into a time-intensive process that requires extra support from a Pro.

Recommended Pros

- [Elite Techlogix](#)

What deliverables can you expect?

- **Content migration** – moving content from an existing website on another platform and uploading it to the Easol platform.
- **Experience migration** – moving experiences from an existing website on another platform and uploading it to the Easol platform, including pricing, information, images etc.



What is “website development”?

Website development refers to changing the code (HTML/CSS/JS/Liquid) of an Easol theme or creating a completely custom theme from scratch.

Working with a website designer, developers can help you go beyond Easol’s built-in platform features and essentially create any website you can imagine.

Recommended Pros

- [Ben Kitching](#)
- [Che IT Group](#)

What deliverables can you expect?

- **Custom modifications** – modify an existing website theme to add specific design elements and/or functionalities.
- **Custom theme** – develop a fully custom website from scratch according to a website design mockup.

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THINGS TO CONSIDER



WHAT LEVEL OF CUSTOMISATION DO I NEED?



All Easol websites are built with a theme. Themes are highly customisable and configurable – the level of customisation you choose for your website will impact the budget and timeline required:

<div><h3>Standard Theme</h3><p>Configure a free Easol Theme with your branding. This involves using a theme's built-in features to create a website. Minimal technical or coding skills required.</p><div><div>Min. Budget: \$250</div><div>Time: 1+ weeks</div></div><div><h4>Examples</h4><div>Imara Retreat Unplugged</div></div></div>	<div><h3>Modified Theme</h3><p>Customise and modify the code of an Easol Theme. This involves adding and/or changing HTML/CSS/JS code on top of a theme's built-in features.</p><div><div>Min. Budget: \$1000</div><div>Time: 3+ weeks</div></div><div><h4>Examples</h4><div>Atjan Wild Islands Coalition Presents</div></div></div>	<div><h3>Custom Theme</h3><p>Build a custom theme from scratch. This gives you ultimate freedom and flexibility in how your website looks and functions.</p><div><div>Min. Budget: \$5000</div><div>Time: 8+ weeks</div></div><div><h4>Examples</h4><div>SurfYogaBeer Indie Chefs</div></div></div>
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HOW MANY PAGES DOES MY WEBSITE NEED?



The number of pages you need for your website can also affect the budget and timeline required for a Pro to execute – the more complex a website is, the more time and budget will be needed.

Website structures will depend on the amount of information and content you need to communicate to adequately sell the experiences.

If you’re new to Easol, you may consider launching website pages in stages to meet deadlines.

<div><div>SMALL WEBSITE</div><div>Single landing page with multiple experiences</div><div><div>Min. Budget: \$250</div><div>Time: 1+ weeks</div></div><div><div>Example</div><div>A Week Awake</div></div></div>	<div><div>MEDIUM WEBSITE</div><div>2-5 pages with multiple experiences</div><div><div>Min. Budget: \$1000</div><div>Time: 1+ weeks</div></div><div><div>Example</div><div>Bayou</div></div></div>	<div><div>LARGE WEBSITE</div><div>6+ pages with multiple experiences and blog</div><div><div>Min. Budget: \$2000</div><div>Time: 1+ weeks</div></div><div><div>Example</div><div>Large Minority</div></div></div>
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Signs you need a Branding Pro

1. You're launching a new business and don't have any branding assets, like a logo or colour palette.
2. The name of your experience business has changed or your current name doesn't truly reflect what you do.
3. Your business' vibe and aesthetic (colours, fonts etc.) doesn't reflect who you are or it feels outdated.
4. Customers have a hard time telling you and your competitors apart.
5. You're trying to reach a new audience that prefers a different look and feel to the one your website has.

WAIT, DO I REALLY NEED AN EASOL PRO?



It's not a requirement to hire a Pro to create a beautiful website on Easol.

Using Easol's website builder and themes, you can take a DIY approach (as many other creators have).

Check out our guides and video tutorials to see how it all works:

- [Creator Academy](#)
- [How To Customise A Website Theme](#)

Consider the level of customisation you need for your website – the more customisations that's required, the more likely you'll need an Easol Pro's support.



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EXAMPLE SCENARIOS





WEBSITE DESIGN AUDIT & IMPROVEMENT

“I’ve built my website on Easol but would like an expert to improve the design and user experience before I launch.”

Project Requirements

Budget:

\$250–1000

Est. Timeline:

< 2 weeks

What services you need:

- Website Design
- Website Build



WEBSITE MIGRATION & CONFIGURATION

“I like my current website on Squarespace but need to migrate it to Easol so that I can use experience commerce features.”

Project Requirements

Budget:

\$1000–1500

Est. Timeline:

3+ weeks

What services you need:

- Website Build
- Content Migration



WEBSITE MIGRATION & REDESIGN

“I have an outdated website on WordPress that needs to be redesigned and migrated to Easol.”

Project Requirements

Budget:

\$1500–3000

Est. Timeline:

1-2 months

What services you need:

- Website Design
- Website Build
- Content Migration
- Website Development



WEBSITE REVAMP

“I have an outdated website on WordPress that needs to be redesigned and migrated to Easol.”

Project Requirements

Budget:

\$1000–3000

Est. Timeline:

1-2 months

What services you need:

- Website Design
- Website Build
- Content Migration
- Website Development



REBRANDING

“I am renaming and repositioning my business and need a new website on Easol to reflect that.”

Project Requirements

Budget:

\$4500–10000

Est. Timeline:

2+ months

What services you need:

- Branding
- Website Design
- Website Build
- Website Development



NEW BUSINESS LAUNCH

“I am launching a completely new experience business on Easol, with a new brand and website.”

Project Requirements

Budget:

\$4500–10000

Est. Timeline:

2+ months

What services you need:

- Branding
- Website Design
- Website Build
- Website Development

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HIRE AN EASOL PRO





01 CHOOSE YOUR PRO

Browse the [Pro Directory](#) and select a Pro according to your needs.

02 SUBMIT A JOB

Send your project brief and discuss your needs, expected deliverables, timeline etc.

03 APPROVE QUOTE & PAY

Confirm your Pro's quote and make a payment to Easol.

04 GET UNDERWAY

Work with your Pro and Easol will release your payment to your Pro once the project is completed.

HOW LONG DOES IT TAKE TO HIRE A PRO?



Due to high demand, you should expect 2-4 weeks minimum for Pro availability. We are working hard to decrease this timeframe and add new Pros to the directory.

The average lead time for website design and build projects is 3-4 weeks, depending on the project's complexity. Please refer back to example scenarios and things to consider for more details.

Branding projects typically take an additional month.



FREQUENTLY ASKED QUESTIONS



Who are Easol Pros?

Easol Pros are approved, independent third-party creatives and developers. They are experienced professionals and are intimately familiar with Easol tools and features.

What should I look for in an Easol Pro?

The right expert for you will depend on your project needs and aesthetic preferences. Consider aspects like industry experience, design aesthetic, and location to help narrow your search.

What should I prepare before hiring an Easol Pro?

Consider gathering the following: project goals, project scope (deliverables and requirements), available content (written copy and images), desired timeline and budget.

How do I pay Easol Pros?

When you're ready to move forward with an Easol Pro, you'll accept their project quote and submit payment. Easol, holds your payment and only releases it to your Pro when you say so — either at project milestones or when the work is complete.

How much does it cost?

Pricing will depend on the scope and complexity of your project, as well as the Easol Pro you select. Make sure to request their rates when you submit a job.

Does Easol get paid for Easol Pro jobs submitted?

Easol has an agreement with all Easol Pros which includes a 15% platform commission for jobs submitted to via the Easol Pro directory.

For more information, check out our [complete guide](#) to hiring an Easol Pro to build and launch your website

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THANK YOU

