

*Calm & Intentional Web Design
for Women Yoga & Wellness Brands*



PRESENTED BY MARITES BALILI

Welcome



Thank you for considering Marites Balili Studio.

This guide was thoughtfully created to share my approach to intentional brand strategy and website design for women wellness brands.

I work with yoga teachers, wellness entrepreneurs, retreat businesses, and intentional lifestyle founders who value calm luxury, thoughtful storytelling, and a meaningful online presence.

My approach blends strategy, aesthetics, and emotional connection to create websites that feel welcoming, elevated, and aligned with your vision.

My goal is not simply to design a beautiful website, but to create a thoughtful online experience that helps your audience feel calm, connected, confident, and inspired to take the next step.

About the Studio

• Marites Balili Studio specializes in intentional brand strategy and luxury minimalist website design for women wellness brands.

Inspired by calm luxury, wellness interiors, and intentional living, the studio creates thoughtful digital experiences that feel elevated, welcoming, and aligned with the heart of your brand.

Every project is approached with a balance of strategy, aesthetics, clarity, emotional connection, and user experience.



Who This Service Is For

This service is thoughtfully designed for:

- Yoga teachers & wellness coaches
- Holistic and wellness brands
- Retreat and wellness businesses
- Female-led wellness entrepreneurs
- Intentional lifestyle brands
- Mindfulness and slow living creators
- Women seeking a calm, elevated, and professionally aligned online presence

This service is ideal for brands that value intentional design, emotional connection, and a meaningful digital experience.





Signature Service

Brand Strategy & Website Design

A thoughtful and intentional digital presence designed for women wellness brands.

This signature service combines strategic brand direction with luxury minimalist website design to create an online experience that feels calm, elevated, and deeply aligned with your vision.

The process focuses on creating a cohesive online presence that builds trust, communicates your brand clearly, and creates a welcoming experience for your audience.

What's Included

BRAND STRATEGY

- Brand clarity session
- Brand positioning direction
- Audience alignment
- Visual mood direction
- Brand voice guidance
- Strategic website direction
- Content structure planning

WEBSITE DESIGN

- Custom website design
- Mobile responsive layout
- Luxury minimalist aesthetic
- Homepage design
- Core website pages
- Strategic user flow
- Foundational SEO optimization
- Contact form integration
- Branded inquiry experience
- Performance-focused setup

DESIGN DIRECTION

- Typography styling
- Color palette refinement
- Layout consistency
- Visual storytelling direction
- Brand-aligned aesthetics
- Clean and elevated design structure

Website Pages Included

Your custom website may include:

- Home
- About
- Services
- Inquiry Page
- 1 Custom Strategic Page

Additional support page such as Thank You Page may be included when needed for user experience and functionality.

Custom Strategic Page: Client chooses ONE:

- Portfolio
- FAQ
- Booking Page
- Resources
- Blog Setup
- Landing Page
- Podcast Page
- Retreat Page
- Testimonials
- Digital Shop Setup
- Course Landing Page

The Process



Step 1 — Inquiry & Discovery

You'll begin by completing the inquiry form.

This helps me understand:

- your vision
- business goals
- audience
- aesthetic direction
- current challenges
- desired brand experience

Step 2 — Discovery Review

Your inquiry is carefully reviewed to ensure alignment.

If the project feels like a strong fit, you'll receive:

- next steps
- proposal details
- timeline information
- project guidance

Step 3 — Strategy & Creative Direction

This phase focuses on:

- brand alignment
- visual direction
- structure planning
- strategic positioning
- experience design

Step 4 — Website Design

Your website is designed with intention, clarity, and elevated aesthetics.

The focus is creating a seamless experience that feels:

- professional
- calming
- strategic
- emotionally aligned
- visually cohesive

Step 5 — Refinement & Launch

Final refinements are completed before launch.

You'll receive:

- launch support
- final review
- website guidance
- post-launch recommendations

Investment

Every project is thoughtfully customized based on your brand vision, website goals, and creative direction.

Investment begins at
\$1200 USD

Investment varies depending on project scope, number of pages, strategy depth, custom functionality, and timeline requirements.

Each project is designed to create a calm, intentional, and professionally elevated online presence aligned with your brand vision.

Custom proposals are provided following the discovery review.



Estimated Timeline

Most projects are completed within:
2-6 weeks
depending on project scope, revisions, and content readiness.

What You'll Need Before We Start

To ensure a smooth process, clients are encouraged to prepare:

- Business details
- Written content
- Brand inspiration
- Images or brand assets
- Website goals
- Preferred functionality
- Domain name and hosting

Don't worry if you don't have everything prepared yet.
Guidance will be provided throughout the process.

Communication

Communication is handled primarily through:

- Email
- Scheduled calls (if needed)
- Organized project updates

Clear communication helps create a calm and intentional experience for both sides.

Important Notes

- Projects begin after deposit/payment confirmation.
- Timelines may vary depending on feedback response time.
- Additional revisions or pages may require additional investment.
- Final files and website access are transferred upon project completion.

Frequently Asked Questions

Do you offer payment plans?

Projects may be secured with either full payment or a 50% deposit to reserve your project, with the remaining balance due prior to website launch.

Do you provide website copywriting?

Strategic messaging guidance may be included to create a cohesive and emotionally aligned website experience.

Will my website be mobile-friendly?

Yes. Websites are designed to be responsive across desktop, tablet, and mobile devices.

Can you redesign an existing website?

Yes – redesign projects may be accepted depending on the current website platform and goals.

Do you offer ongoing support?

Limited post-launch guidance may be included.

Additional support can be discussed if needed.

Will I be able to update my website after launch?

Yes. Your website will be designed with a user-friendly structure, and guidance will be provided for basic updates.

Let's Create Something Meaningful Together

*Thank you again for considering **Marites Balili Studio**.*

I'm excited to learn more about your vision and create a thoughtful digital experience aligned with your brand, audience, and long-term goals.

MARITESBALILI.COM



Let's Connect



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