



Hello 🙌😊

I'm Yinghui - I'm a co-founder at Happy Charting.

Thank you for checking out our new service offering - **website design and creation!**

If you've wanted to upgrade your website or wanted your own website for a while now...

This may be the perfect opportunity for you.

It won't take too much energy on your part. We'll be here to do all the heavy lifting!

[You can book a 15min Website Introductory call here >>](#)

We'd love to hear your thoughts about what you're looking for.

What are you looking for?

If you want a professional online presence for your acupuncture clinic, we can help you with that.

Being on the first page in google search means people who are looking for you can find you.

If they like what they see on your website, they'll be able to book an appointment with you.

This is all about increasing your chances to fill up your schedule.

The best part is, once your website is built, it will always be there.

Our 3 Packages

You'll be taught how to make edits whenever you like. There'll be no need to call/email someone if you want to make a change on your website.

We've chosen Squarespace as a website builder because it's simple. Once your website is set up, we'll show you how easy and fast it is to use.

Package 1 - Solo

4-5 pages - any combination of your choosing.

Example: Homepage, About, Services, Contact, extra page.

We'll help you make it beautiful and professional for a great first impression. We'll also work with you to make sure the text, colors and images are what you want.

Your website has one job - to compel a potential patient to book an appointment with you! :)

Pricing: \$1000USD

2 monthly installments of \$500 or 1 full payment of \$1000.

This is a great option if you are looking to start out small. What matters most is having something decent out there. It can be simple and streamlined and you can always add more pages later if you need.

Package 2 - Elite

6-8 pages - any combination of your choosing.

Example: Homepage, About, Services, Contact, Blog, Testimonials/Reviews, What Acupuncture Can Treat.

For a more sophisticated, well rounded website where additional pages can do wonders at enticing new visitors to book appointments with you.

Pricing: \$1500USD

2 monthly installments of \$750 or 1 full payment of \$1500.

This is for those of you who already recognize you want additional pages above and beyond the basic 5. You know these pages will improve the likelihood of people booking an appointment directly.

For example - deeper explanations of Services can inform visitors of what each service is about and who it's for. Testimonials/Reviews are great to build even further trust and credibility that you're the practitioner to go to.

Package 3 - Premium

9-10 pages - any combination of your choosing.

Example: Homepage, About, Services, Contact, Blog, Testimonials/Reviews, What Acupuncture Can Treat, Multiple Practitioner Bios, Product Directory to Shop Online, What To Expect, Specialties e.g Fertility Treatment, Additional Services, Book Appointment, Insurance, Volunteering, Community Work etc.

Pricing: \$2000USD

2 monthly installments of \$1000 or 1 full payment of \$2000.

If you've got many parts of your acupuncture business you'd like to highlight, this is a perfect package for you.

E-Commerce:

Sell herbs, essential oils or other products? We'll help you gather your photos and write product descriptions to make it easy and exciting for visitors to buy straight from your page.

Specialized:

If you have specialize in a specific area or areas, highlighting it on a page of its own is a wonderful way to let people looking for your specialty know that this not only available but it's something you're incredibly good at e.g Women's Health, Fertility, Bodywork, Nutritional & Wellness Coaching etc.

Promoting Others:

Apart from TCM and medicine, if you're trying to promote other businesses e.g Community Acupuncture, Local Businesses, Cultural or Ethnic businesses then chances are having a page which includes descriptions about these businesses and how to find them will encourage others to support them too.

Mission/Values:

If you hold certain beliefs and want to share that, then having pages that encourage volunteer work or community work, or perhaps showcase the causes you believe in is a wonderful way to bring people together and set the tone for what you and your business represent.

Additional Information:

TCM, Acupuncture, Eastern Medicine, Holistic, Alignment, Spirit - these are words that a lot of people don't have much context for. So having pages that add explanations, pictures or videos can help visitors learn more about what it is that you truly do.

You also set yourself up as the person of authority in these areas and they trust you as a reliable source of information when it comes to their health.

Here's What We Can Create

View our portfolio: <https://www.happycharting.com/happy-acu-websites>

Our Promise to You

We really care about your satisfaction. If you don't like your website at all and choose not to use it - we'll refund your package 100%. See our refund policy below.

We would never expect you to pay for a website you won't use.

However, we do feel that this will be very unlikely as we'll be co-creating your website with you every step of the way.

You'll be part of the design process (unless you don't want to be! We know some who just want it all to be taken off their hands).

But you are the boss! You'll determine what pictures are used, what content is written, what font you want, what color palette, etc...

We'll just give you options and suggestions to help you down this path.

We promise to continue working with you until you're super happy with the end result. That's why we've never once had someone ask for a refund.

We promise we won't abandon you and leave you high and dry with no communication.

Lastly, we care about your brand. What it represents and how we present that to whoever is visiting your site. When they first land on your homepage, what should they feel?

Tranquility? Serenity? Spirituality? Healing? Sleek Professionalism?

Whatever you're going for, we'll make sure your website embodies it.

Why us?

Aside from our experience in marketing and branding, we really care about your website giving the BEST first impression of you and your clinic.

That's why we're incredibly dedicated to capturing your voice and brand so it authentically represents YOU.

People care. They care when they land on a website. They care how it looks. Who is this professional? Why should I work with them?

You have 30 seconds to capture their attention to show:

1. You and acupuncture can solve their problem
2. You're competent and professional and capable at what you do
3. They feel they can trust you and they resonate with you

A website is so much more than just looking pretty. It's about connecting with your ideal potential patient and offering a clear way to book your services. It's a representation of you as a professional in your industry.

Above all else, we genuinely want you to get more patients because we love acupuncture, we love acupuncturists and we're here to support you and your practice to be the most successful it can be.

IMPORTANT NOTE:

We only work with Squarespace version 7.1. So check these pricing plans to make sure they'd work for you: <https://www.squarespace.com/pricing>

You'll have a 14 day trial before committing to a purchase. Once the trial is over, you'll need to pay a monthly Squarespace fee to host your website.

We will also help you transfer your domain, so your website has the web address you want.

Thanks for reading to the end!

We're so super grateful to acupuncturists for healing the world and whether you choose our services or not, we wish you an absolutely magical year!

And if you do purchase a package, we can't wait to build you a website that you love!

Ready to Go?

If you have any other questions, reply to my email.

I'm also offering an introductory website call: [Book a 15 min call with me here >>](#)

You can ask all your questions and feel 100% confident in us before you buy!



Founder and CEO of Happy Charting
www.happycharting.com

Refund Policy

Our timeline for each project is around 1-2 months. It can be faster or slower depending on your response time and capacity to work on it.

Before the 14 day trial on Squarespace, we create a mock design of your website.

Once you are happy with it, we start the Squarespace trial and build your website.

Within those 14 days - we do our best to get in as many revisions as possible to make sure you are 100% satisfied before committing to a Squarespace subscription plan.

After that 14 day trial, you can extend it for another 7 days.

If you are not happy with the website and don't intend to use it, we shall delete the website and refund you 100% of your payment which will be sent within 30 days.

This is for a limited time for 21 days (during the 14 day Squarespace trial and 7 day extension). Once you pay for a Squarespace subscription plan, the refund is no longer available.