



White Label Services

From stunning websites to unforgettable branding, I'll work behind the scenes to help you expand your services, increase revenue, and deliver exceptional results that will have your clients raving about you.

WELCOME TO LEMON CRUSH

thank you
for being here!



I'm Janine Staunton, founder of Lemon Crush

Hello there!

I'm so thrilled that you're considering Lemon Crush as your go-to partner for white label website design and graphic design services. I've been running Lemon Crush since 2017 and I understand the importance of having a reliable and skilled team to support your marketing business's growth.

With over 20 years of experience in the industry (I designed my first website back in 2002!), I've honed my craft and developed a keen sense of what it takes to create stunning, effective designs that will wow your clients. My specialty lies in collaborating with talented professionals like you, becoming your secret weapon to enhance your services and grow your business – all while working seamlessly behind the scenes.

When you partner with me, you can expect a transparent and streamlined process. I've enclosed a detailed outline of my services, pricing, and workflow, so you know exactly what to anticipate. I'm confident that with my expertise and dedication, we can achieve amazing results for your clients, delivering projects on time, on budget, and with the highest quality.

I understand that every business is unique, and I'm committed to being flexible and adaptable to your specific needs. If you require a different approach than the one I've proposed, please don't hesitate to reach out. My goal is to make your life easier and help you grow your business with confidence.

I hope we will work together!

Janine 



my white label design services make your clients look good, so you look good.

When you partner with Lemon Crush, you gain a dedicated web design expert ready to tackle your client projects.

Whether you need help with overflow work or want to offer web design as a service under your brand, I can take on as much or as little of the project as you need.

Why Lemon Crush?

I Know My Stuff, and I've Seen it All:

With 20+ years of experience, I've seen it all when it comes to website design, marketing and graphic design - as well as what it takes to run a successful business. I stay on top of the latest trends and best practices, so you can trust that your clients are getting the best of the best.

I'm Your Silent Partner:

I work behind the scenes, letting you maintain the relationship you have built with your clients. I pride myself on my responsiveness, reliability and communication - so you will always know where you stand.

I Tailor Everything:

No two clients are the same, and I get that. That's why I offer customised packages and options to fit your clients' goals and budget. Whether it's a simple flyer, an entire brand identity design or a full custom ecommerce website design - I've got a solution that's just right.

I Get it Right:

Since Lemon Crush began in 2017, I have built websites and brands for hundreds of businesses across dozens of industries and I know what works, and how to create it. I pour my heart into every project, making sure you are proud to share the design with the client, and that the client will rave about you!

A Growth Partnership:

I want to work with you as a partner in your business, and you want to make a healthy profit. So my prices are designed with that in mind. No hidden costs, no surprises - just transparent, fixed-price packages that let you quote projects with confidence. And I know that you'll come back again!

So, what exactly is white label website design?

White label is a service that allows marketing businesses to outsource website design and development to a third-party provider, like Lemon Crush, while presenting the work to their clients under their own brand. The white label provider works behind the scenes, creating custom, high-quality websites based on the agency's specifications and their client's needs.

how it works

My process is transparent and efficient. We start by discussing your project's specifics, agree on a clear plan and timeline, and then get to work. You can trust me to handle everything from planning and design to content and development.

I deliver high-quality results allowing you to focus on what you do best - nurturing client relationships and growing your business.

- 1 get the juice**
Let's Chat
We'll organise a time to connect. You share your project brief with me, we discuss what you need and how I can best help.
- 2 clear vision**
Fixed Fee Quote
I'll provide a fixed-price, project based quote so you know exactly what's included.
- 3 the finer details**
Timings & Processes
Upon approval of the quote, we agree on timings and processes. You provide any assets, background and logins and I'll get started.
- 4 work it, baby**
Get to Work
I start to bring the project to life and keep you updated with the progress all the way through.
- 5 client love**
Feedback
You manage the client relationship, including any feedback to me and I'll incorporate this into the project.
- 6 squeeze the day**
Handover
Following approval and final payment of my invoice, I give you all access and you retain copyright.

Throughout the process, you can expect:

- Regular communication and progress updates
- Transparent timelines and milestones
- Collaborative working sessions and feedback loops with you
- Adherence to industry best practices and standards
- Meticulous attention to detail and quality control
- White label confidentiality and discretion
- Zero direct contact between Lemon Crush and your client





Pricing & Packages

Website Design Packages

WordPress using Elementor Pro

I specialise in designing and building custom, visually stunning, and high-performing websites using WordPress and the Elementor Pro page builder. I create flexible, tailored websites that align with your client's needs and marketing objectives, incorporating their branding consistently throughout the design.

Essential

- Custom Design
- 4 pages
- Mobile Site
- Responsive Design
- Website Video Training
- Social Media Links
- Enquiry Form

\$3,000
+ GST

Professional

- Custom Design
- 4 - 8 pages
- Mobile Site
- Responsive Design
- Website Video Training
- Social Media Links
- Enquiry Form
- Blog (up to 5 posts)
- Coming Soon Page
- Custom 404 page
- Google Tools Connection

\$5,000
+ GST

Premium

- Custom Design
- 8-15 pages
- Mobile Site
- Responsive Design
- Website Video Training
- Social Media Links
- Enquiry Form
- Blog (up to 10 posts)
- Coming Soon Page
- Custom 404 page
- Google Tools Connection
- Third Party App Integration e.g email marketing, lead generation, booking software

\$6,000
+ GST

Brand Identity Packages

Bring your brand strategy to life with a visual branding design.

I can help you develop or refresh your client's branding for their new website and other communications. This service includes logo design, color palette, typography, and a comprehensive brand guide, ensuring a consistent and impactful brand identity across all touchpoints.

Essential

- Custom designed logo (one concept, three revisions)
- Custom colour palette
- Supply of all branding files including JPEGs, PDFs PNGs.
- Typography Selection
- Brand Style Guide (PDF)

\$1,500
+ GST

Professional

- Custom designed logo, (two concepts, three revisions)
- Custom colour palette
- Supply of all branding files including JPEGs, PDFs PNGs.
- Design of two stationery items and supply of print ready PDFs
- Design of 5 instagram tiles and supply of JPEG files for implementation
- Image Style Recommendations

\$2,500
+ GST

Premium

- Custom designed logo, (three concepts, three revisions)
- Custom colour palette
- Supply of all branding files including JPEGs, PDFs PNGs.
- Design of four stationery items and supply of print ready PDFs
- Design of 10 instagram tiles and supply of JPEG files for implementation
- Image Style Recommendations and supply of high res images (up to 5)

\$4,000
+ GST

Other Services

These services allow you to outsource even more of the website design and development, for a cohesive service, without having to go to multiple suppliers.

Website Copywriting

- Outsource your website copywriting to my team. We will write your website content including copy, headlines, service descriptions and calls to action based on your unique brand and website objectives.
- Estimate of at least 300 - 500 words per page (as appropriate).
- Incorporation of SEO keywords (if supplied).

- **Basic Website Copywriting (Up to 5 pages): \$1,500 + GST (AUD)**

- **Extended Website Copywriting (Up to 10 pages): \$2,500 + GST (AUD)**

- **Additional pages \$300 + GST**

Image Selection

- If your client does not have images for their website or has not had photography completed, I can source stock images that are in line with their brand and will enhance the look of the site.
- Included in the package are up to 10 images that can be used on the website and other marketing communications.

\$400 + GST

Graphic Design

- Need some additional design to enhance your client's website or other marketing communications? From lead magnets, landing pages, infographic, illustrations, icons, e-books, social media templates - the sky is the limit. Graphic design work is quoted on a project basis for a flat fee, so you know what your markup is.

quoted per project

Web Development

- If you have designed the website in Figma or XD (or another platform) on behalf of your client, I can take this design and build it in Wordpress (Elementor) or Squarespace.
- Cost will depend on the complexity of design and the functionality and number of pages required.

from \$1,500

e-commerce

- If your client requires e-commerce functionality, I can add this to the website at an additional cost. This can be done in WooCommerce for WordPress sites and in Squarespace.

from \$500 + GST

Other Services

These services assist in helping overcome roadblocks that often arise with website design projects, helping your clients get online faster.

Website Audit & Project Scope

- Do you have a client who needs a new website, but you're unsure of the exact scope and requirements to include in the proposal? I'll audit your client's current site, provide recommendations and give you the insights and language you need to create a compelling proposal that will get the job over the line. You'll be able to pass on the audit report to the client. As always, everything is white labelled with your brand.

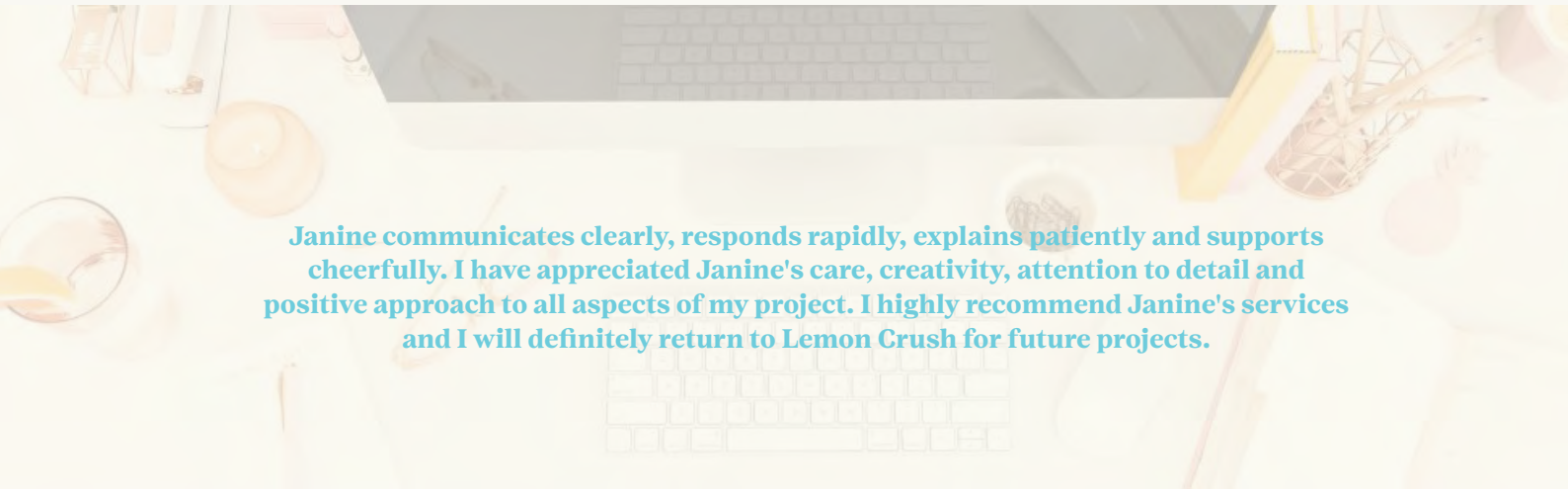
\$500 plus GST

Break Free - Website Recreation & Transfer

- Is your client's website trapped in a restrictive platform that limits their ability to get updates made? Or are they stuck in a hosting agreement that doesn't allow any changes to be made in-house, leading to long lead times and high hourly rates? I can help.
- I'll recreate the existing website in a user-friendly platform, that makes it possible to make updates as needed.
- I'll also provide expert guidance on selecting a hosting provider that gives your client full ownership and control over their website. As well as video training in how to make basic updates in-house.

from \$2,000 plus GST

All prices listed are a guide to help you plan your projects and markup. Each job can be quoted on an individual project basis depending on the client's needs and objectives and your scope.



Janine communicates clearly, responds rapidly, explains patiently and supports cheerfully. I have appreciated Janine's care, creativity, attention to detail and positive approach to all aspects of my project. I highly recommend Janine's services and I will definitely return to Lemon Crush for future projects.

The Power of White Label for Marketing Agencies & Consultants

Learn how white label website design services can become a valuable addition to your service portfolio, enhancing your client offerings and profitability.

1. Expand Your Service Offerings

White label partnerships allow you to instantly expand your service offerings to include professional website design and branding without the need to hire in-house specialists. Offer your clients a comprehensive, one-stop-shop solution that meets all their digital marketing needs.

2. Boost Your Revenue and Profit Margins

Resell website and branding design services at a markup, creating a lucrative new revenue stream for your agency. With competitive pricing and the ability to set your own profit margins, you can significantly increase your bottom line without the overhead costs of an internal design team.

3. Save Time and Focus on Your Core Strengths

Outsource time-consuming website and branding projects to your white label partner, freeing up your team to focus on what they do best – marketing strategy, client relations, and driving results. Maximise your efficiency and productivity by leveraging the expertise of your white label partner.

4. Deliver Professional, High-Quality Design

Partner with a reputable white label website and branding design company to ensure your clients receive custom, responsive designs that align with their unique brand identity and goals. Impress your clients with professional, high-quality designs that elevate their online presence and drive business growth.

5. Scale Your Agency with Ease

White label partnerships provide the flexibility to scale your website and branding design services according to your agency's needs and client demands. Take on more projects without the worry of capacity constraints or the need to hire additional staff, allowing you to grow your business at your own pace.

6. Gain a Competitive Edge in the Market

Differentiate your agency from competitors by offering a full suite of digital marketing services, including website and branding design. Position yourself as the go-to provider for businesses seeking a comprehensive, integrated approach to their online presence and marketing efforts.

7. Enhance Your Brand and Reputation

Deliver exceptional, custom websites and branding that exceed your clients' expectations, leading to increased satisfaction, loyalty, and referrals. By consistently providing high-quality design services through your white label partner, you can enhance your agency's brand and reputation as a trusted, full-service digital marketing expert.

At Lemon Crush, I specialise in white label website and branding design services tailored specifically to the needs of marketing agencies and consultants. My collaborative approach, seamless project management and commitment to delivering custom, high-quality designs make me an ideal white label partner for agencies looking to elevate their service offerings and impress their clients.



Get to know Janine

Hey there! I'm Janine, the creative force behind Lemon Crush - and the person you will be working with when we partner up. So let's get to know each other....

With over two decades of experience in website design, strategic marketing, and graphic design, I'm passionate about helping marketing agencies thrive in the digital world.

But there's more to me than just design and marketing:

I'm a proud mum of two neurospicy and utterly amazing children. They keep me on my toes and inspire me daily and are the reason that I do what I do.

I have a thing for 80s power ballads and hair metal. Give me some Bon Jovi or Poison, and I'm in my element.

I'm an unapologetic book nerd. I devour novels of all genres and love exploring new worlds through chick lit escapism.

Despite my extroverted online presence, I'm a true introvert. I cherish meaningful connections and value authenticity above all.

If you spot someone wearing vibrant shades of pink, that's probably me. I believe in embracing the bright and colorful side of life and getting this daily dopamine hit .

So, that's a bit about me. I'm here to infuse creativity, expertise, and a touch of pink into your agency's journey to success.

I would love to get to know you too!





Client Testimonials

Hear from satisfied clients who have experienced the benefits of white label partnerships with Lemon Crush firsthand.



Janine from Lemon Crush has been an absolute blessing for our business, having sudden changes to our Web Development team, Janine was able to seamlessly step in and provide exceptional design and website development services with a professional, efficient and on-brand approach. We now work together in an ongoing capacity, helping us to respond to fluctuating workflow with the confidence of superior results.



I have collaborated with Janine on a number of projects over the last few years. Janine's unique combination of both marketing and design skills elevate my thinking and final outputs. I'd go as far as saying she is my secret weapon!



Janine communicates clearly, responds rapidly, explains patiently and supports cheerfully. I have appreciated Janine's care, creativity, attention to detail and positive approach to all aspects of my project. I highly recommend Janine's services and I will definitely return to Lemon Crush for future projects.



Working with Janine has been an absolute pleasure from start to finish. From our initial consultation, it was evident that Janine possesses a deep understanding of web design principles and a keen eye for aesthetics.

Throughout the design process, Janine demonstrated exceptional professionalism, communication, and timeliness. Her ability to understand and interpret my vision was truly remarkable, resulting in a website that exceeded my expectations.



Janine at Lemon Crush has been such a delight to work with. From the very beginning when we first started communicating I knew she was the only person I wanted to work with. I had a clear vision of how I wanted my website to look and she exceeded all expectations, creating a site that looked impressive and functioned flawlessly.

INTERESTED IN FINDING OUT IF
WHITE LABEL WEBSITE DESIGN IS
RIGHT FOR YOUR BUSINESS?



What to do next?

Send me an email or give me a call!

If you're interested, let's chat!
I'd love to find out more about your business and how I can help with
easing your load and growing your business via a white label
partnership.

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