ONE-TIME SETUP SUPPORT

Website plan: everything included

A fast, mobile-first website in your brand, built so local customers can see what you offer and get in touch.

ONE-TIME FEE

$350

Paid in 4 parts: $70 to start, $105 at design approval, $105 after testing, $70 at handover

14 days	6 pages	2 rounds
Up to launch	Extra $65 each	Of changes

HOW IT GOES

From first call to launch in 14 days

Your time: about 3 to 4 hours in total

1

DAY 1

Discovery call

1 to 2 hours on your services, prices, customers and what makes you different.

2

DAYS 2 TO 7

Design and write

We design the pages in your brand and write the page text from our call.

3

DAYS 8 TO 13

Review and refine

You review a private preview link. Two rounds of changes are included.

4

DAY 14

Go live

We connect your domain, run the launch checklist and walk you through it.

YOUR PAGES

Up to 6 pages, chosen for your business

A typical set. We can swap any page for one that fits you better.

1 **Home**
Who you are, what you do, where you work, and a clear contact button.

2 **Services and prices**
Each service with a short description, price and time it takes.

3 **About**
Your story, your team and why customers choose you.

4 **Our work**
A gallery of your own photos: before and after, or finished jobs.

5 **Reviews and FAQ**
Reviews you choose, plus answers to the questions you get most.

6 **Contact**
Contact form, phone, email, hours, address and a map.

EVERY FEATURE

What we build into your website

Continued on page 2

1 Design in your brand

Looks like your business, not a template everyone else is using.

- ✓ Colors, fonts and style taken from your logo and shop
  No logo yet? We pick a clean look, or add a logo for $250 to $400.
- ✓ Designed at phone width first, then tablet and desktop
- ✓ Tap-to-call phone number and tap-to-email on every page
- ✓ Buttons and links sized for thumbs
- ✓ Your own photos, cropped and compressed so pages stay fast
- ✓ Links to your social media profiles

2 Page text written for you

You do not have to write anything. We write, you approve.

- ✓ All page text written from our discovery call
  In plain language, the way you talk to customers.
- ✓ Services, prices, hours and service area laid out clearly
- ✓ Headlines and buttons that tell visitors what to do next
- ✓ Local words people search for, used naturally
  Your town, your neighborhoods and your services.

3 Contact or quote request form

New customers can reach you any time, even when you are busy.

- ✓ Form with the fields you choose
  For example name, phone, email, service wanted and a message.
- ✓ Each request emailed straight to your inbox
- ✓ Clear error messages that help people fix a missed field
- ✓ Spam protection
  A hidden spam trap and send limits stop most bots, with no puzzles for customers.
- ✓ Details go only to you; the website never sells or shares them

4 Search-ready basics

What search engines need to read and list your pages. Your Google Business Profile (the map listing) is a $150 add-on.

- ✓ A unique title and description for every page
- ✓ Business details marked up for search engines
  Name, address, phone, hours and services.
- ✓ Sitemap and search engine settings file
- ✓ Google Search Console set up and your sitemap submitted
- ✓ Redirects from your old website's pages, so old links keep working
- ✓ Share previews for Facebook, Instagram and texts

5 Fast, secure and accessible

Built like software, so it loads fast and stays safe.

- ✓ Pages built ahead of time, so they open quickly on a phone signal
- ✓ Secure padlock (SSL) on every page
- ✓ Built toward accessibility standards (WCAG 2.2 AA)
  Keyboard use, screen reader labels, readable contrast and text that can be enlarged.
- ✓ Tested on iPhone, Android and desktop browsers before launch

6 Visitor analytics and privacy

See how many people visit, where they come from and what they look at.

- ✓ Google Analytics set up in your own Google account
- ✓ Form requests counted as leads, so you see what brings in customers
- ✓ A plain-language privacy page
  Google requires one when analytics is used.

7 Launch and handover

We handle the technical part of going live, and everything stays in your name.

- ✓ Your domain connected to the new site
  You buy the domain on your own card (about $15 a year) and it stays yours.
- ✓ Launch checklist run before going live
  Links, forms, phone links, mobile layout, speed and search settings.
- ✓ A test request sent through your form to confirm it reaches you
- ✓ A 30-minute walkthrough of your site and your analytics
- ✓ All accounts and logins handed over to you
- ✓ Two weeks of fixes after launch for anything we built that does not work as promised

CLEAR SCOPE

What we need, and what is not included

What we need from you

1. 1 to 2 hours for the discovery call
2. Your logo, if you have one
3. Photos of your work or shop
   We tell you what to shoot on your phone.
4. Services, prices and hours
5. A domain bought in your name
   We help you pick and buy it.

Not in this plan

Online booking and payments
Included in Website and booking

Text message reminders
Included in Website and booking

Emails sent to customers
Included in Website and booking

Customer accounts and portal
Included in Full business system

Ongoing SEO work
Included in the Standard plan

Add-ons if you need them

Google Business Profile setup	$150
Logo	$250–$400
Extra pages	$65 / page
Data import, up to 1,000 records	$150

CHANGES AND UPDATES

Beyond what the plan includes

BEFORE LAUNCH, AFTER THE 2 INCLUDED ROUNDS

Extra round of small changes Wording, photos, colors, section order	$50 / round
Bigger changes New layout, redesign or a new feature, estimated first	$65 / hour

AFTER LAUNCH

Quick update, up to about 15 minutes New prices, new hours, one photo or a line of text	$25 each
Update bundle Up to 5 quick updates sent together	$50
Anything larger In 30-minute blocks, quoted before we start	$65 / hour
On the Standard or Growth plan Covered by your included hours each month	Included

AFTER LAUNCH

Essentials monthly support

Hosting, secure padlock (SSL), uptime monitoring, backups, security updates, form emails, analytics and email support with a reply within 2 business days. Change plans or stop at the end of any month.

$49 / month