

No jargon and no surprises. This is the plain-English list of what is actually handed to you at the end of a build. **If something isn't on these two pages, ask us before you assume it's included.**

● WEBSITES — WHAT'S IN EACH PACKAGE

	Starter \$750	Standard \$2,200	Premium \$4,800	Custom FROM \$6,000
Pages A page is one screen people scroll, like "About" or "Services"	1	Up to 5	Up to 8	As many as it needs
Designed for your business Not a template with your logo dropped in	✓	✓	✓	✓
Looks right on a phone We check it on a real phone before launch	✓	✓	✓	✓
Contact form People fill it in on your site, it arrives in your email	✓	✓	✓	✓
Photo gallery	—	✓	✓	✓
Blog or news page you post to yourself	—	✓	✓	—
Sell products online Cart, checkout, card payments	—	—	✓	✓
Take bookings or appointments	—	—	✓	✓
A login so you can edit it yourself Change words, photos, prices and hours any time	✓	✓	✓	No — you email us
Walkthrough so you know how to use it	—	✓	✓	✓
Set up to be found on Google Page titles, descriptions, your business on the map	Basic	✓	✓	✓
Rounds of changes during the build One round is you sending a list, us doing all of it	1	2	3	Until it's right
Care plan afterwards	Optional	Optional	Optional	First year included

In every build, whichever package you pick

- ✓ Your own web address, connected for you
- ✓ Written for real people, not robots
- ✓ Your photos sized and tidied up
- ✓ The padlock in the address bar
- ✓ Tested on phone, tablet and laptop
- ✓ A real person answering your email
- ✓ Built to load fast
- ✓ Works with screen readers
- ✓ Everything we make is yours to keep

The thing people are most surprised by

If you want to change your own words and photos whenever you like, you want a site with a login — Starter, Standard or Premium. A hand-built Custom site has no login, which is why a care plan comes with it: you email us, we make the change, usually same or next business day. Neither is better. It depends on how often your content changes and who you want changing it.

What You Get

BRAND KITS AND CARE PLANS

● BRAND KITS — WHAT LANDS IN YOUR FOLDER

Lean

\$450

- › Your logo, in the file types you'll actually be asked for
- › Your colors, written down as codes you can hand anyone
- › Two fonts chosen and named
- › A one-page cheat sheet

Signature

\$950

- › **Everything in Lean, plus:**
- › Three logo shapes — wide, stacked, and a small icon
- › Black, white and see-through versions of each
- › A brand guide you can hand to a printer or another designer
- › Social profile pictures and header images

Premium

\$1,800

- › **Everything in Signature, plus:**
- › Business card and flyer, print-ready
- › Social post templates you can edit yourself
- › Email signature
- › A pattern or icon set that's yours alone

● CARE PLANS — WHAT THE MONTHLY FEE ACTUALLY COVERS

Essential

\$65/mo

- › We watch the site and fix it if it goes down
- › Backed up every week
- › 30 minutes of changes each month
- › Replies within two business days

Growth

\$145/mo

- › Everything in Essential, plus:
- › 1.5 hours of changes each month
- › Replies within one business day
- › A short report so you can see what's working

Priority

\$275/mo

- › Everything in Growth, plus:
- › 3.5 hours of changes each month
- › Search tune-ups every quarter
- › Phone support, same business day

As needed

\$85/hr

- › No monthly fee at all
- › Email us when you want something changed
- › We quote it first, you say go
- › Billed in 15-minute steps after the first half hour

What "changes" means

Swapping photos, editing words, adding a service, updating prices or hours, posting an announcement, fixing something that broke. A whole new page or a redesign is its own small project and we'll quote it separately, so nothing ever quietly eats your monthly time.

What you pay for directly, not to us

Your web address (about \$20 a year) and your hosting or platform plan (free to about \$49 a month, depending on which kind of site you have). Both stay in your name, on your card. We will never hold your website hostage — if you ever want to leave, everything is already yours.