

Choose your path.

Websites without the jargon or the big agency bill. Flat prices, shown up front.

FOR BUSINESS OWNERS

Everything handled

One package covers your website, hosting, updates, Google and email. Nothing else to figure out.

Three packages, from \$1,000 + \$150/mo*. Below.

FOR MARKETING AND WEB TEAMS

Specialist support

Specific, senior-level work for marketers, developers and in-house teams. By the project or on retainer.

Analytics tiers and expert services. Page 2.

Not sure which path is yours? Start with the business path. You can add expert help any time, and you never pay for things you don't need.

For business owners: everything handled

Pick one package. We build your site, keep it running, make your updates and help people find you. No add-ons to work out.

What's a page type? The design for one kind of page, like Home, About, a Service page, a Blog post or Contact. More pages that reuse a design you already have don't count toward the 15. Send us the words and photos and we add them: \$50 a page, or use your monthly change time.

Website Care has no long contract: cancel with 30 days' notice. Busier sites pay \$10 for each extra 5,000 visits that month. Ready times start once we have your words and photos.

Ask about payment plans. You own your domain, your words, your photos and your analytics data, and can ask for your source code and files any time (delivered within 5–7 business days). Prices stay the same for 12 months.

What you get	Refresh All-In \$1,000 + \$150/mo* Your current site, redesigned	New Website All-In \$1,500 + \$150/mo* A new site, built and looked after	All-In + Reputation \$1,500 + \$350/mo* Plus your Google Business Profile managed
YOUR WEBSITE (PAID UP FRONT)			
Up to 15 page types	✓	✓	✓
Looks great on phones, tablets and computers	✓	✓	✓
We polish your words and place your photos	✓	✓	✓
A contact form that sends leads to your inbox	✓	✓	✓
Business email and your domain name set up for you	Kept connected	✓	✓
Set up to show up on Google, with your Google Business Profile linked	✓ old links kept	✓	✓
Rounds of changes before launch	1	1	1
Ready in about	2–3 weeks	3–4 weeks	3–4 weeks
Free fixes after launch	30 days	30 days	30 days
EVERY MONTH: WEBSITE CARE*			
Hosting: keeping your site online, fast and safe	✓	✓	✓
Security updates, backups and the padlock in the address bar	✓	✓	✓
Uptime checks every minute, with follow-up, and broken-link fixes	✓	✓	✓
Email sending for your website forms	✓	✓	✓
Up to 30 minutes of changes a month, done within 3 business days	✓	✓	✓
Room for up to 10,000 visits a month	✓	✓	✓
A short, plain-English report each month	✓	✓	✓
EVERY MONTH: REPUTATION, YOUR GOOGLE BUSINESS PROFILE MANAGED			
Your Google Business Profile kept accurate: hours, services and photos	–	–	✓
2 new posts or photos a month on your Google Business Profile	–	–	✓
Reviews monitored, with replies drafted and posted for you	–	–	✓
Google analytics: the calls, leads and searches that find you (next page)	Add-on	Add-on	Add-on

Want to see what's working? Add Google analytics to any package.

See who visits, how they find you, and the calls, leads and searches your site brings in. Your account, your data.

ANALYTICS · TIER 1

Google Basic Analytics

A plain monthly summary

\$150* a month + \$250 one-time setup

- GA4 and Google Search Console set up under your own Google account
- Up to 3 key actions tracked, like form submissions, calls or bookings
- A plain monthly summary: visitors, top pages, traffic sources and the searches that bring people to your site
- Google Business Profile highlights (views, calls, direction requests), if you have a profile

ANALYTICS · TIER 2

Google Advanced Reporting

Visual reporting and personalized insights

\$300* a month + \$500 setup (\$250 if upgrading)

- Visual monthly reports with charts, graphs and trend lines
- Personalized insights from your own live numbers: what changed, why it matters and what to do next
- Everything in Basic, plus Google Tag Manager (up to 5 conversions), Google Ads and Business Profile linked, and tracking checks

Optional upgrade: Live dashboard. Not required. Check your numbers any time, between monthly reports. \$150 one-time setup, no monthly fee. Extra channels (social, email, store or customer list): \$40* a month + \$100 setup each.

Need more? Just ask. Most extras are one flat price: repeat pages \$50 each · we write your words \$100 a page · online booking or payments \$250 · an online store, up to 10 products, \$750 · new business email with a Refresh \$150 · Reputation add-on with a Refresh \$200 a month*.

Just need a build? New site \$1,500 or redesign \$1,000, each with up to 15 page types and repeat pages at \$50. Sites with logins or a database: add \$60 a month*.

For marketing and web teams: specialist support

Service	Price	Scope and deliverable
SEARCH AND AI VISIBILITY		
Technical SEO & Discoverability	\$750/mo	Monthly crawl, speed and indexing fixes; schema; Search Console and Bing; Business Profile and citations; AI-search readiness (entity and FAQ structure, checks in AI answers). Deliverable: monthly ranking and AI-visibility report. Starts with a one-time \$300 onboarding audit.
AI Search Visibility	\$400/mo	A monthly check of how you appear in AI answers and on Google, listings kept consistent across directories, and the top fixes made. Deliverable: monthly report.
PERFORMANCE AND ACCESSIBILITY		
Speed & Accessibility Audit	\$950	Core Web Vitals report plus a WCAG 2.2 AA review of up to 5 pages. Deliverable: a prioritized fix list your team or ours can work from.
BUILD AND CODE		
Expert help	\$200/hr	Custom forms, booking or payment integrations, API connections, and code or site reviews. Deliverable: a fixed quote before work starts; a written review or shipped change.
Expert Retainer, 8 hours	\$1,600/mo	8 hours a month of any expert service, booked ahead. Deliverable: a monthly log of work done. Unused hours don't roll over.

* About monthly prices

Your monthly price covers normal hosting, security, backups, email sending for your forms, and normal traffic. Extra charges apply only in exceptional cases, and we'll tell you before anything is billed.

- Traffic far beyond your plan: Website Care includes up to 10,000 visits a month, then \$10 for each extra 5,000.
- Very heavy use, billed at our usage rates: large video or file downloads, large online stores or high-volume forms (well over 1,000 messages a month), and attack or spike traffic.
- Premium outside services you ask for, like paid apps or plugins, extra business email inboxes or ad spend, billed at a set rate we agree first.
- Your domain is registered in your name and you hold it. Payment processing fees are always separate.
- Prices stay the same for 12 months. After that, any change from our providers comes with 30 days' notice. Prices are in US dollars and exclude taxes.

Do I own it?

You own your domain, your words, your photos and your analytics data from day one. We build your site and host it on our hosting, so hosting logins stay with us and there is nothing for you to manage. Ask for your complete source code and files any time and we deliver them within 5–7 business days, to use however you like. Your domain is registered in your name and you hold it; we connect it to your site and email for you.