

Custom-built websites for local businesses — designed, written, and maintained for you. Built on platforms you own, with no DIY page builders and no lock-in. You focus on running your business; we handle your web presence end to end.

WEBSITE BUILDS — COPYWRITING INCLUDED IN EVERY TIER

Essential

\$1,400

3–4 PAGES · 1 REVISION · DRAFT 7–10 DAYS

- + Mobile-responsive design
- + Contact form & click-to-call
- + Google Map (single location)
- + Original copywriting
- + Your brand colors & fonts
- + Basic search setup

Professional

\$2,900

5–7 PAGES · 3 REVISIONS · DRAFT 7–10 DAYS

- ✓ *Everything in Essential*
- + Menu / service pages
- + Photo gallery
- + Booking embed (Calendly, Square)
- + Google Business optimization

Premium

\$4,600+

8+ PAGES · 5 REVISIONS · DRAFT 3–4 DAYS

- ✓ *Everything in Professional*
- + Priority delivery & queue
- + Advanced booking / reservations
- + Custom design system
- + More pages & revisions

Included in every build: mobile-responsive layout, contact form, click-to-call, single-location Google Map, your existing brand colors and fonts, and original copywriting written for you. **Delivery** times are for the first draft you review — revisions follow. **Logo design and brand-identity creation are not included.**

ADD-ONS

–\$150/300/450

Bring-Your-Own-Copy Discount

Supply all finished text for every page and section and take this discount (by tier). Copy is due within 14 days of project start; missing copy reverts to our paid copywriting and forfeits the discount.

\$250 each

Additional Location Page

A dedicated, independently-findable page per location — its own address, map, hours, phone, content, and local search setup. A simple combined list of locations is included free in any tier.

Your website is hosted, secured, and maintained by us so it never goes stale. An active plan keeps everything running — and during our founding period, local SEO comes free with every build.

MAINTENANCE PLANS — REQUIRED WHILE WE HOST YOUR SITE

Care

\$49/mo

- + Hosting & domain management
- + SSL & uptime monitoring
- + Security & software updates
- + 1 small content change / mo

Care+

\$99/mo

- ✓ *Everything in Care*
- + Unlimited small edits
- + (hours, prices, photos, text)
- + Monthly backups

Growth

\$199/mo

- ✓ *Everything in Care+*
- + Seasonal updates & promos
- + New pages as needed
- + Priority turnaround
- + Quarterly audit & check-in

"Small change" means text swaps, hours/price updates, photo swaps, or a new menu item — not new pages, redesigns, or new features. The **Growth quarterly audit** reviews industry trends and competitors and delivers suggestions; routine changes are included, larger additions are quoted separately.

LOCAL SEO

FOUNDER'S OFFER — LIMITED AVAILABILITY

Free Local SEO — First 12 Months

Every website build includes **12 months of local SEO management at no charge**: Google Business Profile setup & upkeep, listing consistency, on-page optimization, and a monthly visibility report. Available until **one year from launch or our first 10 clients, whichever comes first** — founders keep their full 12 free months regardless of when the offer closes. After 12 months, SEO continues at our standard rate unless declined. We optimize your visibility honestly and never guarantee rankings.

HOW WE WORK

What "done" means

Site built, tested, and delivered with a short walkthrough so you can manage it confidently.

Revisions

A round = all changes submitted together in one batch. Extra rounds billed hourly.

Deposit

50% to start, 50% at launch.

You own it

Your domain is registered in your name. Prefer to self-host? Request a handoff and we transfer the code and domain to your own accounts.

Maintenance required

An active plan (Care or higher) is required while we host your site, unless you opt for a handoff.

Platform & API costs

Third-party subscriptions and usage are billed to your own accounts.