

How your website gets built

One-page site (\$495) and 3–5 page site (\$1,195) · a fast static site on your own domain · you own the code and the hosting

Fixed prices work because every build starts from the same short workbook. You answer the questions on the next two pages and send your logo, photos and text. I build from your answers, so there's no guesswork and no surprise invoices.

How it works

1. Workbook

You fill it in and send your assets. The delivery clock starts when the required (★) answers are in.

2. Build

I build a fast, mobile-friendly static site from your answers and put it on a private preview link.

3. Review

You send your changes in one list per revision round.

4. Launch

I connect your domain, switch on HTTPS, submit the sitemap to Google and hand over access.

What's included, and the limits

	One-page site · \$495	3–5 page site · \$1,195
Pages	1 page, up to 6 sections	Up to 5 pages
Text	Up to ~600 words, supplied by you as final	Up to ~500 words per page (~2,500 total), supplied as final
Images	Up to 8, supplied by you (I resize and optimize them)	Up to 20, supplied by you
Forms	1 contact form	1 contact form
Revisions	1 round	2 rounds
Delivery	7 days after the workbook is complete	14 days after the workbook is complete

Every site includes

- A fast static site, mobile-friendly, with no database or plugins to keep patched.
- SEO basics done properly: page titles, meta descriptions, social-share previews, business structured data, a sitemap and robots file.
- A contact form, analytics, and Google Search Console set up and verified.
- Hosting set up on Cloudflare Pages with HTTPS, on your domain. Hosting itself is usually free at this size.
- You own everything: the code repository and the hosting account are in your name.

Over the limits? More pages, words or images, new sections after approval, a second form, writing your copy from scratch, or sourcing photos are all fine. I quote them **before** any work starts, so the price never changes without your say.

1. Your business ★ required

- 1 Business name, and how it should appear on the site ★
- 2 In one or two sentences: what do you do, and for whom? ★
- 3 Where do you serve customers (city or region, or online/nationwide)? ★
- 4 The one action you most want visitors to take: ☐ Call ☐ Book ☐ Request a quote ☐ Buy ☐ Sign up ★
- 5 Your 2–3 main competitors, or sites you like. What do you like about them?

2. Pages and content ★ required

- 6 Which package? ☐ One-page site ☐ 3–5 pages ★
- 7 The pages you want (for example Home, About, Services, Pricing, Contact, FAQ) ★
- 8 For each page: the text, or bullet points I can tighten up ★
Writing your copy from scratch is an add-on.
- 9 Services or products to list: name, short description, and price (optional) ★
- 10 Testimonials or reviews you're happy to show, with the name or initials and permission
- 11 The questions your customers ask most often

3. Brand and look ★ required

- 12 Logo files (SVG or high-resolution PNG). No logo? ☐ A simple text logo is fine ★
- 13 Brand colors (hex codes, or "match my logo") ★
- 14 Fonts, if you have them (otherwise I'll pick clean web fonts)
- 15 Photos you own or have licensed: team, location, work samples
Sourcing stock photos is an add-on.
- 16 2–3 websites whose look you like, and why
- 17 Tone: ☐ Professional ☐ Friendly ☐ Bold ☐ Calm ☐ Other: _____

4. Contact and conversions ★ required

- 18 The phone, email and address to show on the site, and anything that should **not** be shown ★
- 19 Which email address should receive contact-form submissions? ★
- 20 A booking or scheduling link (Calendly, Square, etc.), if you use one
- 21 Social profiles to link
- 22 Business hours, if relevant

5. Domain, hosting and access ★ required

23 Do you own a domain? Which one, and where is it registered (GoDaddy, Namecheap, Cloudflare, etc.)? ★

24 Is there an existing site to replace? Its address, and any pages whose URLs must keep working ★

Keeping old URLs working (or redirecting them) protects the search traffic you already have.

25 Do you have email on the domain (Google Workspace, Microsoft 365, etc.)? ★

I check this first, so your email keeps working when the domain moves to the new site.

26 Who else should have access to the code repository and hosting account? (You own both.)

6. Search and analytics

27 The top 3–5 phrases customers would type into Google to find you

28 Google Business Profile? ☐ Yes (link) ☐ No ☐ Help me set it up (add-on)

29 Existing Google Analytics or Search Console? ☐ Yes, I'll add you as a user ☐ No, please set them up

30 Anything legal the site needs (privacy policy, cookie notice, license numbers, disclaimers)?

You supply the legal wording; I place it on the site.

7. Timeline and sign-off

31 Your target launch date, and any hard deadline

32 Who gives final approval?

33 Anything else I should know?

Before you start

Send with the workbook

- Your logo files
- Your photos, named by where they go (for example *about-team.jpg*)
- Your final text, page by page

Add-ons, quoted first

- Copywriting · stock photos · logo design
- Online store · blog or CMS
- Google Business Profile setup
- Ongoing care (best as a small monthly plan)

A note on search: every site launches with the technical SEO basics done right, and I submit it to Google. Nobody can honestly promise rankings. What I can promise is a fast, clean site that gives you the best possible start.