

# **Zach Howell – Web & Digital Solutions**

## **Pricing Guide**

*This pricing guide provides general estimates and typical ranges for web and digital services. Final pricing is determined by project scope and is confirmed through a written proposal and invoice.*

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### **Base Project Ranges**

*Typical pricing for small to medium-sized businesses:*

**Landing Page / 1-Page Website**

\$600 – \$1,000

**Small Business Website (3–6 Pages)**

\$1,200 – \$2,500

**Restaurant or Business Website (With CMS & Admin Panel)**

\$3,500 – \$5,500

**E-Commerce / Advanced Web Application**

\$4,000 – \$7,000+

**Full Brand Package**

*(Website, CMS, Domain Setup, Hosting Configuration & Ongoing Support)*

\$4,500 – \$7,500+

*Final pricing depends on page count, design complexity, custom functionality, CMS requirements, third-party integrations, and overall project scope.*

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## Content Management System (CMS) & Admin Dashboard

CMS functionality allows business owners to manage website content without developer assistance. This includes real-time updates to text, images, pricing, and other site data through a secure admin interface.

### **CMS / Admin Features May Include:**

- Secure admin authentication
- Edit page content, descriptions, and pricing
- Upload and manage images
- Create, update, or remove items (menus, services, products)
- Real-time updates via cloud database (Firebase / Firestore)
- Role-based access (admin-only controls)

CMS-enabled websites reduce long-term costs by allowing clients to manage updates independently without ongoing developer intervention.

### **CMS Pricing (Estimated):**

- **Basic CMS (limited content updates):** \$600 – \$1,000
- **Full CMS + Admin Dashboard:** \$1,200 – \$2,000

CMS pricing depends on data complexity, number of editable sections, image handling, and admin feature depth.

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# Project Cost Breakdown (Estimated)

The following represents a typical breakdown of services included in most projects. These values are non-binding estimates used to explain overall project investment.

## **Frontend Design & Development**

*Custom development using modern frameworks (React, TypeScript, TailwindCSS). Fully responsive and performance-optimized.*

\$1,000 – \$1,500

## **UI / UX Design**

*Clean, professional layouts with optimized user experience and user flow.*

\$400 – \$700

## **Content Architecture**

*Page structure, navigation, layout planning, and mobile optimization.*

\$300 – \$500

## **CMS & Admin Dashboard Development**

*Secure admin panel, database integration, content management, image handling, and real-time updates.*

\$1,200 – \$2,000

## **Integrations**

*Contact forms, Google Maps, online ordering links (Stripe, HungerRush, etc.), or email setup.*

\$250 – \$400

## **Hosting & Deployment**

*Initial hosting setup (Netlify/Vercel), domain connection, DNS configuration, environment setup, and SSL.*

\$150 – \$300

## **Testing & Optimization**

*Cross-browser testing, SEO meta setup, analytics configuration, and performance optimization.*

\$150 – \$300

 **Typical Total Project Value:** \$3,500 – \$5,500+

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## **Optional Add-On Services**

*Optional services may be added to any project with written approval.*

### **Account Setup & Deployment**

*Creation and configuration of GitHub and Netlify (or Vercel) accounts using the client's email address, repository transfer, initial deployment, and full ownership handoff of code and hosting.*  
+\$75 – \$150

### **Content Writing / Copy Edits**

*Homepage text, SEO keyword optimization, proofreading.*  
+\$200 – \$400

### **Logo / Branding Design**

*Custom logo, favicon, and visual identity assets.*  
+\$250 – \$600

### **Photo Optimization**

*Image compression, resizing, and SEO alt tags.*  
+\$100 – \$200

### **Social Media Integration**

*Linking or embedding social feeds and Google reviews.*  
+\$100 – \$250

### **Google Business Profile Setup**

*Local SEO optimization, Maps listing, and review setup.*  
+\$150 – \$300

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## **Ongoing Maintenance & Support Plans**

*Maintenance plans provide ongoing support, updates, and peace of mind. All plans are optional and billed monthly.*

### **Basic**

*Minor text or image updates, small content edits, uptime monitoring.*

*\$100 / month*

### **Standard**

*Hosting oversight, analytics monitoring, CMS assistance, and content updates.*

*\$200 / month*

### **Premium**

*Full-service support including new content, SEO tracking, CMS support, and quarterly design updates.*

*\$350+ / month*

*Maintenance services may be modified or canceled with written notice.*

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## **Important Notes**

### **Code Ownership & Hosting Responsibility**

*Upon final payment, clients receive full ownership of the website source code and deployment configuration. Code is delivered via GitHub repository transfer or a complete project archive with setup instructions.*

*If no ongoing maintenance plan is selected, all hosting accounts (Netlify/Vercel), domains, and third-party services must be owned and maintained by the client. Hosting & Deployment includes initial setup only. Ongoing hosting management, updates, and support are not included unless covered under a separate maintenance agreement.*

*This pricing guide is informational only and does not constitute a binding agreement. Final pricing, scope, and timelines are confirmed in a written proposal and invoice. All services are governed by the Web & Digital Services Agreement.*

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**Thank you for considering Zach Howell – Web & Digital Solutions.**

*Your trust and business are sincerely appreciated.*

