

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.



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.

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.

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+**

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

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.

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.

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

Your trust and business are sincerely appreciated.

