

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

E-Commerce / Restaurant Website

\$2,000 – \$4,000

Full Brand Package

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

\$3,500 – \$6,000+

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

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.

Service

Description

Estimated Value

Frontend Design & Development

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

\$1,000 – \$1,500

UI / UX Design

Clean, professional layouts with optimized user experience and flow.

\$400 – \$700

Content Architecture

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

\$300 – \$500

Integrations

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

\$250 – \$400

Hosting & Deployment

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

\$150 – \$300

Testing & Optimization

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

\$150 – \$300

 **Typical Total Project Value:** \$2,250 – \$3,700



Optional Add-On Services

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

Add-On

What's Included

Estimated Cost

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, 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.

Plan

Includes

Monthly Rate

Basic

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

\$100 / month

Standard

Hosting oversight, analytics monitoring, content updates.

\$200 / month

Premium

Full service support including new content, SEO tracking, 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.