

## ***WHAT DOES IT REALLY COST TO OWN A WEBSITE?***

MOST PEOPLE NEVER GET THIS EXPLAINED.  
HERE'S WHAT YOU NEED TO KNOW:



### **DOMAIN NAME**

Your domain is your website's address online — like [www.yourbusiness.com](http://www.yourbusiness.com). Think of it as the sign above your store. It's how people find you and how your business is recognized. Domains are billed once a year (usually \$10–\$20). We'll help you secure one in your name so you own it, and we'll guide you if your first choice isn't available, making sure you have the best name that fits your business.

### **HOSTING**

Hosting is what keeps your website “live” and running. Many agencies charge \$200–\$600 per year just for this, but with us, hosting is always free. That means your site is online, secure, and monitored — without an extra bill.

### **AFTERCARE**

Websites don't stop once they launch. Businesses grow, menus change, promotions come and go. Without a plan, edits are billed per request. That's why we created MidlineCare, our aftercare service that keeps your site fresh, secure, and updated as your business evolves.

## ***WEBSITES STARTING AT \$2,999***

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EVERY WEBSITE IS TAILORED TO YOUR BUSINESS GOALS,  
NOT BUILT FROM A ONE-SIZE-FITS-ALL MODEL.

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*Our base rate of **\$2,999** covers full design, development, and launch for a standard site. From your first consultation, we'll walk through your goals, features, and budget together to build a quote that works for you.*

*Whether you need something simple or fully customized, we'll design a site that grows with your business while keeping pricing fair, transparent, and flexible.*

***All websites come with free hosting and domain setup in your name, giving you no surprise yearly costs.***



## ***YOUR GROWTH CAN'T WAIT – LET'S BUILD IT TOGETHER.***

*Every business moves differently, and your website should move with you. Our installment plans give you the flexibility to begin your project now, with payments that adapt to your goals and pace.*

*By spreading your investment across a few months, you can launch your website sooner, begin attracting clients, and let the project start paying itself off while we're still building it. There are no hidden fees, no interest, and no changes in quality — just a fair way to make professional design more accessible.*

- **3-month plan** — *ideal for clients ready to move forward quickly*
- **6-month plan** — *our most popular option, offering balance and flexibility*
- **9-month plan** — *available for larger projects and approved on a case-by-case basis*



***YOUR BRAND IS HOW PEOPLE REMEMBER YOU. ALONGSIDE WEBSITES, WE  
CREATE PROFESSIONAL VISUALS THAT MAKE YOUR BUSINESS STAND OUT.***

## **Brand Identity**

- Logo design — starting at \$100
- Full brand package (logo, colors, fonts, style guide) — starting at \$300

## **Business Essentials**

- Business cards — starting at \$45
- Letterheads & branded documents — starting at \$55
- Email signatures — starting at \$50

## **Social Media Graphics**

- 3 post templates — starting at \$65
- 3 story templates — starting at \$65
- Profile & cover images — starting at \$50

## **Marketing Materials**

- Event flyers — starting at \$65
- Posters — starting at \$100
- Menus & price sheets — starting at \$100
- Digital ads — starting at \$65

***DESIGN PRICES COVER DIGITAL FILES. PRINTING COSTS ARE SEPARATE –  
WE’LL GUIDE YOU THROUGH RELIABLE PRINTERS.***

***THINK OF US AS YOUR CREATIVE TEAM BEHIND THE CAMERA. WE CAPTURE AND PRODUCE THE CONTENT THAT MAKES YOUR SOCIAL MEDIA LOOK PROFESSIONAL, CONSISTENT, AND ON-BRAND.***

## **Per Post Pricing**

- Single photo post — starting at \$50
- Single video post (under 30s) — starting at \$75
- Carousel post (up to 5 photos) — starting at \$120
- Reel / short video (30–60s) — starting at \$125

## **Bundles**

- Mini Bundle: 5 posts → starting at \$225
- Standard Bundle: 10 posts → starting at \$400
- Full Content Day: 20 posts → starting at \$700

***WHY CLIENTS LOVE IT: NO CONTRACTS, NO MANAGEMENT – JUST PRO-LEVEL CONTENT YOU CONTROL AND POST ON YOUR OWN CHANNELS.***



# MIDLINECARE PLANS

*Every website comes with free hosting and security, but your business may need more than just the basics after launch. MidlineCare gives you three flexible paths to keep your site supported — all with a simple 12-month commitment for consistency and peace of mind.*

	<b><i>NO PLAN (\$0/MO)</i></b>	<b><i>BASIC CARE (\$120/MO)</i></b>	<b><i>PRO CARE (\$200/MO)</i></b>
HOSTING & MONITORING	✓ Included	✓ Included	✓ Included
SECURITY UPDATES	✓	✓	✓
SUPPORT RESPONSE	48 hrs	24 hrs priority	Same-day top priority
CONTENT UPDATES	\$100/hr per request	Quarterly content + system updates	Up to 10 hrs monthly updates
SYSTEM UPDATES	–	Quarterly	Quarterly
DESIGN REFRESH	–	–	Annual refresh credit
STRATEGY CALL	–	–	Quarterly review

*Choosing not to enroll in a MidlineCare plan doesn't mean we disappear. Once your site is launched, we'll always be here if you need us. Without a plan, your website continues to run securely with free hosting and monitoring — and if changes are needed, you can reach out anytime for pay-as-you-go updates.*



## **NO PLAN (\$0/MONTH)**

**Good for:** Businesses that don't need much updating after launch.

- Hosting & monitoring included
- Security updates included
- Standard support (48-hour response)
- Pay-as-you-go edits at \$100/hour (1-hour minimum)

*Why choose it: A lightweight option for sites that rarely change.*

*What you miss: Faster support and included updates.*

## **BASIC CARE (\$120/MONTH)**

**Good for:** Businesses that want peace of mind with regular updates.

- Priority support (24-hour response)
- Quarterly content and system updates
- Quarterly site check-ups (speed, security, performance)
- Discounted rates for extra design requests

*Why choose it: Saves money compared to paying hourly for occasional edits.*

*What you miss: Larger monthly updates or advanced feature coverage.*

## **PRO CARE (\$200/MONTH)**

**Good for:** Businesses that update often or rely on advanced features.

- Same-day, top-priority support
- Up to 10 hours of monthly content updates (menus, photos, promotions, new services)
- Annual design refresh credit (small re-style to keep your site modern)
- Quarterly strategy calls to plan improvements

*Why choose it: The most complete option — fully managed with frequent updates and ongoing improvements.*