

Website Service Options for Small Businesses

Option 1: DIY Website (Do It Yourself)

For businesses that want to build their own website, platforms like Wix, Squarespace, or Shopify can help get you started quickly. These tools offer pre-made templates and drag-and-drop features that make site creation simple, even without coding experience.

- Estimated Cost:
 - \$15-\$40/month for the website platform
 - \$10-\$20/year for a custom domain
- Advantages:
 - Low initial cost
 - Full creative control
 - Easy to experiment with different layouts
- Disadvantages:
 - Time-consuming
 - No expert guidance
 - Limited SEO and performance tuning unless paid
 - You're responsible for updates and issues

Option 2: Standard Plan - \$85/month

Perfect for businesses that want a professionally managed site without worrying about tech. This plan includes:

- Custom domain + free hosting
- Mobile-optimized website
- Professional design using your brand/logo
- Up to 3 content updates per month (photos, text, hours, etc.)
- Ongoing support and maintenance

Option 3: Premium Plan - \$150/month

Our most comprehensive package. Best for businesses serious about getting found online and having an expert on-call.

- Everything in the Standard Plan, plus:
- Unlimited monthly content updates

- Full SEO integration (Google-friendly titles, headers, meta descriptions, sitemap submission)
- Google Business Profile setup and optimization
- Google Analytics reporting and performance checks (Monthly email reports)
- Free logo design
- Privacy Policy included ensuring customers data is secure
- Call-to-action buttons for generating leads

Option 4: Online Store Plan - \$300/month + \$400 setup fee

This plan is ideal for small businesses ready to sell products or services online. Includes everything from the Premium Plan plus full eCommerce capabilities.

- Product catalog with images, descriptions, and pricing
- Integrated shopping cart and checkout system
- Payment processing via Stripe, PayPal, or Square
- Order notifications and basic order tracking setup
- Product updates and inventory management tools
- Training or documentation for store management

Not sure which option fits best? Let's talk - we'll help you choose the right level of support for your business and budget.