Find out what your plan covers, when we ask for approval, and how additional work is invoiced.

How Service Time Is Used

Monthly service time is applied to the agreed action plan and may be used across multiple kinds of work depending on your priorities, service level, and current phase of the engagement.

That time may be used for:

- Monitoring and review
- Analysis and strategic planning
- Documentation and reporting
- Consultations and coordination
- Maintenance, updates, and fixes
- Content, asset, and implementation work
- Action-plan execution tied to current goals

Some months may lean more heavily toward analysis and planning, especially early in an engagement or during active review periods. Other months may lean more heavily toward implementation, improvements, or ongoing support work. The purpose of the included time is not simply to stay busy, but to apply effort where it creates the most value.

Ongoing Service vs. Additional Project Work

Monthly service is designed to support ongoing oversight, planning, reporting, maintenance, and action-plan execution within the included plan time for your selected service level.

That means recurring service may cover items such as:

- Monitoring and review
- Strategy and prioritization
- Documentation and reporting
- Routine maintenance and updates
- Standard fixes and website improvements
- Approved implementation work that fits within the month’s available time

Some work, however, may go beyond the scope of the included monthly time or fall outside the current action plan. Examples may include larger builds, major redesign phases, complex custom functionality, rush requests, or extensive implementation beyond what the current month can reasonably absorb.

When that happens, the work is handled transparently through additional authorization, support requests, or separate scheduling as appropriate. This structure keeps recurring service clear while still allowing the website to grow through approved project work when needed.

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Why Monthly Plans Exist

Websites rarely improve through isolated one-off tasks alone. They improve through continuity: regular review, clear priorities, organized follow-through, and enough implementation time to keep useful work moving.

Monthly plans provide that continuity. They create room for monitoring, analysis, maintenance, planning, and action-plan execution to happen in a structured way while preserving project history, accountability, and forward momentum.

For some clients, that means steady upkeep and routine support. For others, it means a more active development cycle with regular improvements, strategy, and implementation work. In both cases, the plan structure helps keep work focused, measurable, and tied to real goals rather than handled as disconnected emergency requests.

Billing, Time Tracking, and Work Authorization

All work is tracked by task so you have visibility into how time is being used. Transparency matters because a full-service engagement can include a mix of review, reporting, technical fixes, content work, graphics, development, and scheduled deliverables, and you should be able to see how that time is being spent.

Clear billing also helps prevent confusion when a project moves from analysis into actual production work.

Standard Billing Workflow

- Time is tracked per task
- An invoice is created based on time spent
- Charges are applied against the monthly service allowance
- Work beyond the monthly allotment is performed only within your pre-authorized overage limit
- Completed work is submitted for review along with the invoice

Payment Policy

- No further work outside ongoing standard service duties is performed until outstanding balances are paid in full
- If the next month’s service plan is paid but a previous balance remains for special project work, standard recurring duties may continue
- Additional out-of-scope work will not be performed until the past-due balance is cleared

A meaningful portion of monthly service time may be used for manual review, analysis, summary preparation, and strategic planning. If that work identifies additional opportunities that you would like to implement, extra approved time may be needed for that next phase.

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This structure is designed to keep the work transparent, predictable, and easier to manage for both sides. It helps keep expectations clear, prevent surprise billing, and ensure that both ongoing service and project work are handled in an organized way.

Shop Rate and Additional Time

- **Standard shop rate: $89/hour**
- **Emergency Rush Service: $178/hour**
- Monthly plan time is applied to the agreed action plan
- Work outside the action plan is authorized through a support request
- Additional time is invoiced to your regular client account and is separate from the monthly service contract

How Authorization Works

- Submit a support request describing what you want done
- You receive clear options and tradeoffs before work begins
- Approved work is completed and invoiced through your client account

Quotes, Estimates, and Fairness

Work is priced on **time and materials**. Time means time actually worked. Materials are items such as software, plugins, licensing, or other third-party fees required to complete the work properly.

For many kinds of website work, quotes and fixed estimates can be misleading because the true complexity is often hidden until the work begins. To protect themselves, many vendors inflate the estimate so they cannot lose money if the task becomes complicated. The result is that simple jobs overpay while complex jobs underpay. This creates a system where good clients subsidize bad ones, and the pricing stops being fair.

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Instead, work stays transparent and results-driven. You set a monthly budget through your plan, priorities stay aligned to real business goals, and work is handled diligently, quickly, and accurately without sacrificing quality. While exact timing cannot be promised for every task, most work naturally falls into ranges such as 15 minutes, 30 minutes, 1 hour, 2 hours, or a half day.

This policy does not apply to **fixed-price services**. Many common tasks and standard services are flat-rated, and maintenance packages are priced as defined.

Why This Pricing Model Works

The value does not come from tools alone. It comes from turning information into clear priorities, practical decisions, organized action, and completed work that actually reaches the website, the report, the page, or the client-facing deliverable. Planning, review, and strategic guidance are built into the service so implementation time is used where it creates the most value.

You may cancel at any time. There is no long-term contract and no additional obligation beyond the current billing period.

Back to services and plans

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