

# Our Pricing Policies

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## Simple pricing built around real work on real websites

Service plans include a monthly time block applied to the action plan. Work stays focused, measurable, and tied to the goals you set.

## Shop rate and additional time

- **Standard shop rate: \$89/hour**
- **Emergency Rush Service: \$158/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

### Plan overview

### Plan comparison

Capability	Free Lifetime	Essential	Growth	Strategic
Client account + project history retained	Included	Included	Included	Included
Support system access	Included	Included	Included	Included
Monthly time included (typical)	0 hours	~5 hours	~10 hours	~20 hours
Action plan execution	—	Included	Included	Included
Maintenance, updates, and fixes	—	Included	Included	Included
Performance & SEO improvements	—	Optional	Included	Included
Conversion & usability improvements	—	Optional	Included	Included
Marketing/design coordination	—	Optional	Included	Included
Strategy, roadmaps, and leadership	—	—	Light	Included
Emergency Rush Service	Available	Available	Available	Available

Notes: "Optional" means it may be included when it fits the month's priorities and available time. Rush work is separate and does not use included plan time.

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### 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.

Bids and fixed estimates are often misleading for website work. 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.

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.

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