

A PROFESSIONAL WEBSITE BUILT FOR LOCAL GROWTH

Clear, credible, and built to turn local searches into calls, messages, quote requests, and appointments.

THE OBJECTIVE

MAKE THE BUSINESS EASIER TO FIND, UNDERSTAND, TRUST, AND CONTACT.

A clearer path from search to contact.

WHAT THE PROGRAM IS BUILT TO DO

01

PROFESSIONAL PRESENCE

A polished first impression that makes your services easy to understand.

02

DIRECT CUSTOMER ACTIONS

Clear paths to call, text, request a quote, get directions, or book.

03

STRAIGHTFORWARD SUPPORT

Defined build pricing, care options, and clear ownership terms.

Core Website Packages

Polished, lead-focused websites for businesses that need visibility, credibility, and a simple route from search to contact.

01 LOCAL STARTER ONE-TIME WEBSITE BUILD \$495	BEST FOR A focused one-page presence for businesses that primarily need exposure and more calls. - One page with five to seven sections - Services, hours, reviews, and Google Maps - Click-to-call, text, and quote or contact form - External booking-service link - Foundational SEO, sitemap, and Search Console submission - Traffic and call-click tracking - Domain connection and secure Cloudflare hosting - One revision round \$39 MONTHLY / OPTIONAL
02 LOCAL GROWTH ONE-TIME WEBSITE BUILD \$795	BEST FOR A complete multi-page presence for established local service businesses. - Everything in Local Starter - Up to five pages - Service, gallery, review, and contact pages - Booking-service button or simple embed - Stronger service-area SEO structure - Search Console setup and visibility reporting - Call, form, and booking-click tracking - Two revision rounds \$39 MONTHLY / OPTIONAL

Included In Both

Responsive design, SSL, foundational accessibility practices, essential action tracking, tested forms and links, launch support, and 30 days of post-launch defect correction for the agreed scope.

More Depth. More Capability.

For businesses that need greater content depth or a workflow that reaches beyond a standard informational website.

03

LOCAL PRO

ONE-TIME WEBSITE BUILD

\$1,195

BEST FOR

Greater content depth and local-search structure without becoming a custom software project.

- Everything in Local Growth
- Up to eight pages with detailed service pages
- One location or service-area page
- Expanded copy cleanup
- FAQ, team, menu, gallery, or intake sections
- Google Business Profile optimization
- Expanded booking integration and styling
- Three revision rounds with priority launch support

\$39 MONTHLY / OPTIONAL

04

INTEGRATED BUSINESS WEBSITE

ONE-TIME WEBSITE BUILD

From \$2,250

BEST FOR

A more involved lead, intake, or scheduling workflow connected to external services.

- Conditional estimate or intake forms
- File uploads and email notifications
- Multiple staff or service calendars
- Booking notifications and intake routing
- CRM or spreadsheet connection
- Automated lead routing
- Basic administrative workflows
- Supported third-party connections

\$79 MONTHLY / REQUIRED WHILE MANAGED

Scope Boundary

Native ordering, inventory, customer accounts, databases, custom calendars, and owner dashboards are quoted as custom systems. Discovery confirms the workflow, provider compatibility, data ownership, and support requirements.

Systems Built Around The Business

Custom systems support business-specific operations and are quoted after discovery. Final pricing depends on workflow complexity, third-party services, security requirements, and ongoing support needs.

05

CUSTOM BUSINESS SYSTEM

ONE-TIME SYSTEM BUILD

From \$3,500

BEST FOR

For a narrowly scoped operational workflow. Expanded systems commonly range from \$3,500 to \$6,000+.

- Custom booking and availability workflows

- Staff schedules, capacity, and booking rules

- Cancellation, rescheduling, and waitlist logic

- Custom orders or submissions

- Inventory and status management

- Private owner dashboard

- Database or spreadsheet synchronization

- Automated confirmations and reporting

- Workflow-specific connections and controls

\$199 MONTHLY / MINIMUM 6 MONTHS

06

E-COMMERCE SYSTEM

ONE-TIME SYSTEM BUILD

From \$5,000

BEST FOR

For a platform-based store or transactional workflow. Fully custom commerce commonly begins at \$7,500.

- Checkout, payments, taxes, shipping, and refunds within scope

- Booking deposits, payments, and refunds

- Customer accounts or recurring payments

- Product limits and data-entry duties defined in scope

- Merchant policies and chargeback duties remain client-owned

- Sensitive or regulated data requires separate discovery

- Integration and workflow monitoring

- Provider and transaction fees are separate

\$299+ MONTHLY / REQUIRED WHILE MANAGED

01

DISCOVERY

Map the workflow, access, data, and provider requirements.

02

WRITTEN SCOPE

Confirm features, responsibilities, care, testing, and third-party costs.

03

PROJECT TRANSFER

Move the agreed documentation and responsibilities to the client or another provider if managed care ends.

Care That Matches The Complexity

The four prices on this page are recurring monthly care costs. Standard Website Care is optional; managed integrations and systems follow the stated requirements.

01 Website Care

\$39 Monthly

OPTIONAL

FOR: Local Starter, Local Growth, and Local Pro

- Hosting administration, SSL, and deployment management
- Uptime, form, and booking-link checks
- Security and performance review
- 30 minutes of minor existing-layout edits monthly
- Quarterly traffic and call-click summary
- Annual option: \$390 prepaid

02 Integration Care

\$79 Monthly

REQUIRED WHILE MANAGED

FOR: Integrated Business Website

- Everything in Website Care
- Monthly integration and notification testing
- Basic error review
- One hour of minor changes or troubleshooting
- Two-business-day initial response target

03 System Care

\$199 Monthly

SIX-MONTH MINIMUM

FOR: Custom Business System

- Submission, database, and workflow monitoring
- Monthly end-to-end system test
- Backup, recovery, security, and dependency oversight
- One hour of minor changes
- One-business-day initial response target
- Transfer available after six months

04 Commerce Care

\$299+ Monthly

REQUIRED WHILE MANAGED

FOR: E-Commerce System

- Everything in System Care
- Checkout, payment, account, and notification tests
- Critical integration checks
- Two hours of minor work monthly
- One-business-day initial response target
- Payment or platform-provider coordination

Improve What You Have

Focused repair and refinement for an existing website.

From \$295

SCOPE-LED

For a business with an existing site that needs a clearer customer path, stronger content, or targeted design and usability fixes.

Focused Improvements Within Scope

- Review the agreed existing pages and primary customer action
- Prioritized improvement plan for the approved scope
- Targeted updates to approved copy, layout, mobile presentation, links, imagery, or metadata
- Desktop and mobile check of the changed customer path
- One consolidated revision pass within the approved improvement scope

When A Larger Project Is The Better Fit

Larger repairs, redesigns, migrations, integrations, security recovery, and third-party costs are scoped and quoted separately.

- A new website, new page architecture, full redesign, rebrand, or content migration
- New custom forms, booking logic, integrations, payments, accounts, databases, or automation
- Photography, brand creation, paid media, legal certification, or ranking and revenue guarantees
- Work outside the agreed pages, actions, assets, access, and revision scope

Scope Sets The Plan

The approved scope confirms the exact changes, access, schedule, revision boundary, and final price before work begins.

Pricing, Clearly Separated

Build charges and ongoing care are shown separately so the timing and purpose of every cost are clear.

Website Build And Improvement Starting Prices

Paid once for the agreed design, development, review, and launch scope.

Service	Starting Price	Primary Use
Local Starter	\$495	One-page lead-generation website
Local Growth	\$795	Up to five pages with stronger service structure
Local Pro	\$1,195	Up to eight pages with deeper local-search content
Integrated Business Website	From \$2,250	Core site plus forms, routing, calendars, or integrations
Custom Business System	From \$3,500	Core site plus custom booking, operations, data, or automation
E-Commerce System	From \$5,000	Platform commerce; fully custom systems commonly from \$7,500
Existing Website Improvements	From \$295	Focused improvements to an existing website

Monthly Website Care Costs

Recurring maintenance and monitoring charges. Standard websites may decline care; managed systems follow the requirements below.

Applies To	Monthly Care	Requirement	Hourly Option
Starter, Growth, or Pro	\$39/mo	Optional	\$65/hr without care
Integrated Business Website	\$79/mo	Required while managed	\$85/hr after project transfer
Custom Business System	\$199/mo	Minimum 6-month commitment	\$110/hr after project transfer
E-Commerce System	\$299+/mo	Required while managed	\$125/hr after project transfer

Booking Options

Existing booking platforms, such as Calendly and Square Appointments, can be integrated through a link, button, or supported embed. If an existing platform cannot support the required workflow, a custom booking system can be scoped under the Custom Business System or E-Commerce System tier. Custom work is quoted after discovery; provider and payment fees remain separate.

Additional Services And Support

Work outside an active care plan is billed only when requested and approved. Optional add-ons expand a package when the additional scope is useful.

Hourly Support Rates - Not Monthly Fees

Diagnosis time is billable. Work is scheduled according to availability unless covered by an active care plan.

Site Or System	Hourly Rate	Minimum	Availability
Starter, Growth, Or Pro	\$65/hour	1 hour	Available without a care plan
Integrated Business Website	\$85/hour	1 hour	Available after project transfer
Custom Business System	\$110/hour	2 hours	After required care and project transfer
E-Commerce System	\$125/hour	2 hours	After project transfer; urgent work quoted separately

Optional Project Add-Ons

One-time charges unless marked hourly or quoted by scope.

Add-On	Price	Add-On	Price
Google Business Profile setup or optimization*	\$149-\$299	Booking-service setup	\$199-\$399
Additional standard page	\$125	Location or service-area page	\$175
Copywriting support	\$200-\$500	Simple logo file cleanup	\$75
Advanced form or intake workflow	\$250+	Additional revision round	\$125
File upload and email notifications	\$250+	Multi-staff booking setup	\$300+
CRM or spreadsheet connection	\$350+	Automated lead routing	\$350+

*Add-ons apply when compatible and not already included. Complex systems require a written scope; provider subscriptions are separate.

Support Details

01

A standard site can remain online without care on the agreed hosting tier.

The domain and, when practical, hosting account remain client-owned.

02

No-care service has no monitoring or guaranteed response time.

Initial-response targets are not resolution guarantees. Support hours, time zone, outages, and escalation terms are confirmed in the care agreement.

03

Monthly care may end with 30 days' notice after any minimum term.

Annual Website Care covers 12 prepaid months. Renewal, cancellation, and refund terms are confirmed before purchase in the service agreement.

A Practical Path To A Stronger Online Presence

Most local businesses do not need complicated software. They need a professional place for customers to understand their services, trust the business, and quickly call, message, request a quote, or book.

01

MOBILE-FIRST

Fast, readable pages designed for customers searching from phones.

02

ACTION-FOCUSED

Clear paths to contact the business, get directions, or book.

03

SEARCH-READY

Foundational SEO, a sitemap, and Search Console submission.

How The Project Moves Forward

01	DISCOVER	Confirm goals, services, content, booking needs, and scope.
02	BUILD	Create the agreed website using your business information and assets.
03	REVIEW	Complete the revision rounds included with your selected package.
04	LAUNCH	Connect the domain, test every action, and publish after approval.

Typical Launch Windows

STANDARD WEBSITES

Local Starter

1-2 weeks

Local Growth

2-3 weeks

Local Pro

3-4 weeks

Targets begin after the deposit, complete content, account access, and project direction are received.

PHASED PROJECTS

Integrated

Core 2-3 weeks / full 4-6 weeks

Custom System

Core 2-4 weeks / full 6-12+ weeks

E-Commerce

Core or preview 2-4 weeks / full 6-10+ weeks

Discovery, third-party providers, data, testing, and approvals determine the final schedule.

Launch In Stages

For integrated, custom, and e-commerce work, the approved informational website may launch first. Unfinished booking, payment, account, database, or automation features remain private until testing and client approval are complete.

LAUNCH READINESS

Business details, licensed brand materials, content, approvals, and agreed account access.

Standard Project Terms

A final proposal, scope of work, and service agreement will confirm the selected package, project schedule, included revisions, client responsibilities, and any third-party services.

Project And Payment

- Standard websites use a 50% deposit and 50% balance before launch.
- Larger projects may use 40% to begin, 30% at core-site approval, and 30% at final-system approval.
- Client supplies accurate details, approvals, and licensed media.
- Out-of-scope revisions and features are quoted separately.
- Cancellation, inactivity, rescheduling, and completed work are addressed in the signed scope.
- Payment methods, taxes, processing charges, invoice dates, late or returned payments, and any refund terms are confirmed before approval.

Ownership And Expectations

- Approved custom deliverables transfer after final payment.
- The domain and, when practical, hosting account stay in the client's name.
- Third-party subscriptions and usage fees are separate.
- Search setup does not guarantee indexing, rankings, calls, or revenue.
- Foundational accessibility work is not a legal-compliance certification.
- Timelines depend on timely content, access, and approvals; business-day assumptions are stated in the written schedule.

Ready To Discuss Your Website?

Email Bilenki Studio at hello@bilenki.com or call 443-996-8009 to begin a short discovery conversation. We will confirm what your business needs, select the right package, and identify any booking or integration requirements. After the scope is approved, the project can be scheduled with the initial deposit.

01

DISCUSS YOUR GOALS

02

CONFIRM THE SCOPE

03

APPROVE AND BEGIN

Professional Websites Built For Local Growth

CLEAR PRICING / THOUGHTFUL DESIGN / STRAIGHTFORWARD SUPPORT

Questions Before We Begin

Clear answers reduce uncertainty before the written proposal defines the exact pages, features, schedule, responsibilities, and price.

HOW LONG WILL IT TAKE?

Timelines begin after the deposit, complete content, account access, and direction are received. New scope or delayed approvals may change the target.

WHAT IF I DECLINE OR CANCEL CARE?

A standard site can remain on the agreed hosting tier, but monitoring, edits, troubleshooting, and response targets are not included. Annual-plan and transfer terms are stated before purchase.

WHAT COUNTS AS A PAGE?

One page is one public URL using the agreed content and layout. New URLs, substantial new sections, or new functionality may expand scope.

WHAT IS NOT INCLUDED UNLESS QUOTED?

Business email, photography, full branding, paid ads, ongoing SEO, legal copy, provider subscriptions, redesign migration, content imports, and URL or email redirects are separate.

WHAT IS A REVISION ROUND?

One consolidated change list refining the approved scope. New direction, pages, or features are quoted separately; correcting a defect is not a revision.

DO YOU GUARANTEE GOOGLE RESULTS?

No. Google controls indexing, rankings, profile approval, and suspensions. Google Business Profile work requires owner access and verification; results are not guaranteed.

DO I OWN THE WEBSITE?

After final payment, approved custom deliverables transfer to the client. Provider software, fonts, and stock media remain subject to their licenses.

WHAT ABOUT ACCESSIBILITY AND PRIVACY?

Projects use foundational accessibility and privacy-conscious practices. Legal certification, regulated data, cookie compliance, and specialized security require separate scope.

CAN YOU USE MY DOMAIN OR BOOKING ACCOUNT?

Yes. Existing client-owned accounts are used when practical, and external booking links or supported embeds are preferred before custom scheduling.

WHAT IF THE PROJECT PAUSES OR IS CANCELLED?

The signed proposal defines cancellation, inactivity, rescheduling, completed work, deliverable access, and any outstanding balance.

WHAT DOES TRACKING MEASURE?

Basic tracking measures form submissions and clicks on contact or booking actions; it does not record calls. Tools, access, retention, cookie consent, and reporting are confirmed by scope.

HOW IS E-COMMERCE SCOPE CONFIRMED?

The written scope sets product limits, data-entry duties, shipping and tax setup, merchant policies, refunds, chargebacks, provider fees, and any account or recurring-payment requirements.

Scope Sets The Plan

This guide shows common starting points. The signed proposal, scope of work, and service agreement identify the exact pages, content, functionality, milestones, accounts, data, exclusions, schedule, care requirements, payment terms, support terms, and final price for the project. Those written documents control if they differ from this guide.