



LAUNCH PACKAGE

A complete website *built around your business.*

A focused multi-page website for an established business that needs room to explain, build trust and win enquiries.

ONE-TIME INVESTMENT

£995

one-time

Built around your business. Handed over to you.

Your domain, hosting and website stay in accounts you control.





WHO IT IS FOR

Is Launch right for *your business?*

Launch is for an established local business that needs more than a basic online presence. It gives the business enough room to explain its services, build trust and guide visitors towards an enquiry.

A good fit when...

- You offer several services that need their own clear pages or sections.
- Customers compare options and need proof before contacting you.
- Your current website is outdated, difficult to use or no longer reflects the business.
- You want a stronger foundation across your website, Google and search.

Typical businesses

Trades and home services

Cleaning companies

Health and wellbeing

Professional services

Property and hospitality

Established local businesses

WHEN PRESENCE MAY BE ENOUGH

When the business only needs one clear page.

Presence is normally the better fit when customers mainly need opening hours, a menu or simple service information, contact details and useful links.

Launch is for businesses that need more space, stronger enquiry journeys and a broader online foundation.





WHAT IS INCLUDED

More than a *collection of pages.*

The package covers the planning, design, build and launch of a complete small-business website, together with the core foundations needed for search, trust and enquiries.



Website structure

Up to five core pages, planned around how customers understand your services and move towards contact.



Custom design and build

A tailored visual direction built for your business, responsive across mobile and desktop.



Content shaping

Light editing and organisation of supplied copy so each page is clearer, easier to scan and more persuasive.



Enquiry journeys

Contact or quote-request forms, clear calls to action, click-to-call and other useful routes to enquire.



Search and Google setup

Core on-page SEO, analytics, Search Console and a review or connection of your Google Business Profile.



AI and launch foundations

Structured business information, technical checks, indexing submission, testing and complete handoff.

FOCUS

A complete website foundation, built to help people understand the business, trust it and take the next step.



THE PROCESS

Clear from first audit to final handoff.

I keep the process clear and practical. You know what I need from you, what happens next and when payment is due.

01 Confirm fit and scope

I review what you have now, agree the pages and features, and confirm the package in writing.

02 Deposit, content and access

A 50% deposit secures the work. I send a clear checklist for content, images and account access.

03 Plan the structure

I map the pages, information hierarchy and enquiry routes before the main build begins.

04 Design and build

I create the agreed visual direction, shape the supplied content and build for mobile and desktop.

05 Review and refine

You review the full website and send one consolidated round of feedback. I make the agreed changes.

06 Launch and handoff

The balance is paid, I complete final checks, connect the site and hand everything over in accounts you control.

TIMING

I confirm a realistic launch date once the scope, content and access are ready. A typical Launch project is usually completed within two to four weeks.





KEEPING THE SCOPE CLEAR

What I need from you, *and what sits outside the package.*

Clear inputs and boundaries keep the project moving and make sure the fixed price remains fair for both of us.

What I need from you

- Your logo and existing brand colours, if you have them.
- Business details, contact information, opening hours and service area.
- Service information, existing copy and the key messages customers need.
- Good-quality images you have permission to use.
- Access to your current website, domain, hosting and Google accounts where needed.
- One decision-maker and one consolidated feedback round.

Quoted separately when needed

- Logo design or a full brand identity.
- Full copywriting from scratch or extensive content creation.
- More than five core pages or a large content library.
- Ecommerce, memberships, payments or custom portals.
- Advanced booking, CRM or specialist integrations.
- Large migrations, complex rebuilds or substantial content transfer.
- Ongoing SEO, advertising, content or monthly growth work.
- Premium plugins, photography, paid stock or third-party costs.

OWNERSHIP AND HOSTING

Your website belongs to you.

There is no required monthly plan. Your domain, hosting and website stay in accounts you control, and you pay provider costs directly. When the site is live, I hand it over fully.

Future changes, Growth Partner support or extra work can always be discussed and quoted before anything begins.





INVESTMENT

One clear price. *A complete business website.*

LAUNCH PACKAGE

£995

one-time

50% to begin

Secures the project and starts the work

50% before launch

Due after approval and before the site goes live

Good to know

- Domain, hosting and any paid third-party services are not included in the £995 price.
- The standard package includes up to five core pages and one consolidated revision round.
- Light shaping of supplied content is included. Full copywriting is quoted separately.
- Anything outside the agreed scope is discussed and quoted before work begins.
- This guide outlines the standard package. Your final scope is confirmed in writing before the deposit is paid.

Ready to launch your business properly?

I will confirm the pages, scope and timeline in writing, then send the deposit invoice when you are ready to begin.

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