



BOOMER AUTOMATION

LEAD THE PACK

Website Strategy & Pricing Guide

CUSTOM CODED / WORDPRESS / E-COMMERCE

Flexible website packages for businesses at different stages - from a focused one-page launch to a complete digital presence built for visibility, credibility, and growth.

FOUR CLEAR STARTING POINTS

01	One-Page Starter	\$650-\$900	Up to 10 hours
02	Professional Launch	\$1,200-\$1,800	Up to 22 hours
03	Business Growth	\$2,200-\$3,500	Up to 45 hours
04	Premium Digital Presence	\$4,000-\$6,500+	Up to 80 hours

BUILT AROUND SCOPE, TIME, AND BUSINESS NEED

Every package includes a defined production allowance, revision limit, hosting setup, deployment, domain connection, and a clear handoff. Hosting fees are paid directly by the client to the selected provider.



CHOOSE THE RIGHT FOUNDATION

The website platform should serve the business - not complicate it.

The best choice depends on how often the site changes, who needs to edit it, and whether the website is primarily a marketing asset or an online store.

01

CUSTOM-CODED WEBSITE

Recommended for most service-business marketing sites.

- Lean, fast, and highly tailored
- No plugin stack or database required
- Greater control over design and performance
- Low routine maintenance
- Ideal when content changes are occasional

BEST FIT

Best for contractors, consultants, local services, and professional firms.

02

WORDPRESS WEBSITE

Useful when the client needs frequent self-managed content updates.

- Familiar content-management dashboard
- Strong blogging and publishing tools
- Large theme and plugin ecosystem
- Requires ongoing updates and maintenance
- Hosting and premium licences may recur

BEST FIT

Best for content-heavy organizations or teams that will actively manage the site.

03

E-COMMERCE WEBSITE

A dedicated storefront for businesses selling products online.

- Products, cart, checkout, and payments
- Inventory and order management
- Platform and transaction costs apply
- More operational and policy requirements
- Usually built on Shopify or WooCommerce

BEST FIT

Best for product brands, retail businesses, and digital-product sellers.

TYPICAL RECOMMENDATION

For most service businesses, a custom-coded website provides the cleanest balance of performance, design control, security, and low maintenance. WordPress remains available when frequent client editing is a genuine requirement.



AT A GLANCE

Four website packages, one clear upgrade path.

Select the smallest package that comfortably supports the business today. Larger packages add page depth, strategy, content support, technical SEO, and production time.

COMPARISON	ONE-PAGE STARTER	PROFESSIONAL LAUNCH	BUSINESS GROWTH	PREMIUM PRESENCE
Investment	\$650-\$900	\$1,200-\$1,800	\$2,200-\$3,500	\$4,000-\$6,500+
Production allowance	Up to 10 hrs	Up to 22 hrs	Up to 45 hrs	Up to 80 hrs
Typical pages	1 page	Up to 4	5-8	10-15
Primary goal	Simple presence	Professional launch	Lead generation	Complete presence
SEO	None	Foundational	Comprehensive	Advanced
Copywriting	Not included	Add-on	Editing only	Defined allowance
Image manipulation	Not included	Add-on	Basic prep	Defined allowance
Analytics	Not included	Basic	Full setup	Advanced events
Service pages	No	Limited	Included	Expanded
Revision rounds	1	2	3	4
Post-launch support	14 days	30 days	60 days	90 days
Hosting setup	Included	Included	Included	Included
Hosting fees	Client-paid	Client-paid	Client-paid	Client-paid

Business Growth is the recommended starting point for established local businesses that need more than a brochure site but do not require a large custom program.



ENTRY PACKAGE

One-Page Starter Focused Website

\$650-\$900

UP TO 10 PROJECT HOURS

A concise, professionally designed single-page website for businesses that need a credible online presence without a broader SEO or content program.

01 Overview

This package is intentionally limited. It creates one polished destination for referrals, social traffic, and direct inquiries while keeping the project fast and affordable.

02 Included scope

- One custom scrolling page
- Up to five content sections
- Up to 750 client-supplied words
- Up to eight website-ready images
- One basic contact form
- Mobile-first responsive layout
- Netlify or WordPress deployment
- Domain connection and SSL setup
- One consolidated revision round

03 Best fit

- New businesses and sole proprietors
- Simple service offers
- Temporary or proof-of-concept launches
- Businesses that do not currently depend on organic search

04 Package boundaries

- No SEO strategy or keyword research
- No copywriting or image manipulation
- No individual service pages or blog
- No advanced forms, tracking, or integrations
- Additional requests require a change order

05 Launch support

Includes 14 days of post-launch technical support for launch-related defects. Hosting fees are paid directly by the client to the selected provider.

Best when the client has final content ready and needs a clean, focused website with one clear call to action.



CORE PACKAGE

Professional Launch Business Website

\$1,200-\$1,800

UP TO 22 PROJECT HOURS

A custom multi-page website that gives a small business enough room to explain its services, establish trust, and generate inquiries.

01 Overview

Professional Launch is designed for businesses moving beyond a one-page presence. The emphasis is polished design, clear messaging structure, and a reliable technical foundation.

02 Included scope

- Up to four standard pages
- Custom mobile-first design
- Standard contact or quote form
- Client-supplied content placement
- Minor spelling and grammar correction
- Basic titles and meta descriptions
- Basic structured data and Open Graph setup
- Basic analytics installation
- Hosting setup, deployment, and domain connection
- Two consolidated revision rounds

03 Best fit

- Small local businesses
- Contractors and consultants
- Independent professionals
- Businesses replacing a basic or outdated site

04 Package boundaries

- Up to approximately 2,500 supplied words
- Up to 15 website-ready images
- Full copywriting is an add-on
- Image manipulation is an add-on
- No advanced SEO research or e-commerce

05 Launch support

Includes 30 days of post-launch technical support. The client owns and pays the hosting account directly; ongoing provider management is not included.

A strong professional baseline for businesses that need more credibility and structure without a larger growth program.



RECOMMENDED PACKAGE

RECOMMENDED

Business Growth Lead-Generation Website

\$2,200-\$3,500

UP TO 45 PROJECT HOURS

A deeper service website built to support local visibility, paid traffic, clearer conversion paths, and more consistent inquiry generation.

01 Overview

Business Growth is the most practical starting point for established service businesses. It provides enough page depth to target core services while keeping the project focused and maintainable.

02 Included scope

- Approximately five to eight pages
- Individual service pages
- Conversion-focused page structure
- Local SEO and page-intent planning
- Google Analytics, Search Console, and event tracking
- Expanded structured data
- Advanced inquiry or estimate form
- Sitemap and robots configuration
- Privacy page and consent implementation where required
- Basic preparation of up to 15 images
- Three consolidated revision rounds

03 Best fit

- Established local service businesses
- Contractors and home services
- Professional service firms
- Businesses running or preparing for paid ads
- Companies seeking stronger local search visibility

04 Package boundaries

- Copy editing and restructuring are included; full copywriting is not
- Basic image prep covers crop, resize, compression, and format conversion
- Advanced manipulation is quoted separately
- Custom tools and additional pages require a change order

05 Launch support

Includes 60 days of post-launch technical support. Hosting is configured by Boomer Automation but billed directly to the client by Netlify or the WordPress host.

For most established service businesses, this package offers the best balance of strategy, page depth, production time, and investment.



ADVANCED PACKAGE

Premium Digital Presence Complete Website Program

\$4,000-\$6,500+

UP TO 80 PROJECT HOURS

A comprehensive website program for organizations that need more content depth, design refinement, strategic planning, and hands-on production support.

01 Overview

This package supports larger sitemaps, multiple service or location pages, more advanced design systems, and a defined allowance for copywriting and image work.

02 Included scope

- Approximately 10 to 15 pages
- Advanced sitemap and customer-journey planning
- Multiple service, location, or campaign pages
- Advanced design, motion, and interaction work
- Advanced technical SEO foundations
- Redirect and migration planning
- Expanded analytics and event tracking
- Defined copywriting allowance for up to five core pages
- Basic preparation of up to 25 images
- Up to five moderately manipulated images
- Four consolidated revision rounds

03 Best fit

- High-ticket service companies
- Multi-service or multi-location businesses
- Organizations investing in SEO or paid advertising
- Businesses with substantial existing content
- Teams requiring a more complete digital presence

04 Package boundaries

- Approximately 3,500 newly written words within the included allowance
- Research-heavy or regulated-industry writing may require a separate quote
- Complex photo composites and large image libraries are excluded
- Custom applications are separately scoped

05 Launch support

Includes 90 days of post-launch technical support. Client-paid hosting remains in the client's name and ongoing server or provider management is excluded.

Premium support is defined by a larger production allowance and clearer content services - not unlimited revisions or open-ended development.



CUSTOM CODE VS WORDPRESS

Two valid approaches. Different operating models.

The right choice depends less on trends and more on who will maintain the site, how frequently content changes, and which platform creates the least long-term friction.

CUSTOM-CODED

Best fit for most service-business marketing sites

- Excellent performance potential
- Precise control over layout, animation, and technical SEO
- No plugin stack or database to maintain
- Lower routine maintenance and a smaller attack surface
- Often deploys efficiently on Netlify
- Content edits usually require developer support

WORDPRESS

Best when frequent self-managed publishing is essential

- Client-friendly content-management dashboard
- Strong blogging and publishing workflows
- Large plugin and theme ecosystem
- Requires updates, backups, and security attention
- Premium plugin licences may recur
- Performance can decline as complexity grows

DECISION GUIDE

Primary purpose	Marketing and lead generation	Frequent client-managed publishing
Performance	Typically easier to optimize	Highly dependent on theme and plugins
Routine maintenance	Low	Ongoing updates required
Client editing	Developer-assisted unless CMS added	Built-in dashboard
Design control	Very high	High, but theme-dependent
Hosting	Often Netlify	Managed WordPress host
Typical recommendation	Most service businesses	Content-heavy organizations

Subtle default: custom code is recommended when the website is primarily a polished marketing and lead-generation asset. WordPress is selected when ongoing client-managed publishing outweighs the added maintenance.



SEPARATE PROJECT CATEGORY

E-Commerce Website Development

STARTING AT \$3,500

SCOPE AND HOURS CONFIRMED BY QUOTE

An online store has different operational, policy, payment, shipping, and catalogue requirements. It is quoted separately from the four standard website packages.

01 — Typical scope

- Custom storefront design
- Home, collection, product, cart, and policy pages
- Payment-provider configuration
- Basic shipping and tax setup
- Analytics and search foundations
- Domain connection and platform configuration
- Store-owner handoff and training

02 — Best fit

- Retail and product-based businesses
- Physical or digital product sellers
- Brands moving beyond social-only sales
- Businesses prepared to manage products, orders, inventory, fulfillment, and customer service

PLATFORM DIRECTION

SHOPIFY

Usually the cleanest recommendation when the business wants a managed store platform and does not want responsibility for server maintenance.

WOOCOMMERCE

Best when the business is already committed to WordPress and accepts the added hosting, update, plugin, and performance responsibilities.

CLIENT-SUPPLIED STORE INFORMATION

- Product names, descriptions, prices, and inventory
- Website-ready product images
- Weights, dimensions, shipping rules, and tax information
- Refund, return, privacy, and fulfillment policies
- Payment-provider and business verification information

Product copywriting, image cleanup, large catalogue entry, subscriptions, wholesale systems, and unusual shipping logic are separately scoped.



OPTIONAL PRODUCTION SERVICES

Copywriting, image work, and project add-ons.

Lower packages assume the client supplies final copy and website-ready images. Higher packages add defined production allowances; anything beyond them remains clearly priced and approved.

COPYWRITING

Homepage	\$250-\$400
Service page	\$150-\$250
About page	\$175-\$275
Location page	\$175-\$300
Small website	From \$750

IMAGE SERVICES

Simple image edit	\$20-\$40
Background removal	\$25-\$60
Detailed retouching	\$50-\$125
Complex composite	From \$100
Promo graphic	\$100-\$250

BUILD ADD-ONS

Standard page	\$200-\$350
Advanced landing page	\$350-\$600
Custom calculator	From \$600
Product entry	\$15-\$35 each
Rush delivery	+20%-25%

WHAT BASIC IMAGE PREPARATION MEANS

Cropping, resizing, compression, file-format conversion, and minor brightness or contrast adjustment. Background removal, object removal, detailed retouching, reconstruction, and composite work are advanced image manipulation.

WHAT COPY EDITING MEANS

Improving headings, clarity, structure, and calls to action using client-supplied information. Writing the website from a blank page, conducting interviews, or producing research-heavy content is full copywriting.

All add-ons are confirmed in writing before work begins. No CRM integration, booking integration, or additional-language implementation is included in the current package framework.



CLEAR ACCOUNT OWNERSHIP

Hosting setup is included.

Hosting management is not.

Boomer Automation configures, deploys, connects, and launches the website. The hosting account belongs to the client, and the client pays the hosting provider directly.

CUSTOM-CODED / NETLIFY

Recommended for most custom-coded marketing websites.

- Client-owned Netlify account
- Production deployment and build configuration
- Domain connection and DNS guidance
- SSL, forms, caching, and initial security configuration
- Client pays subscriptions, usage, and renewal fees directly

WORDPRESS HOSTING

Used when WordPress is the appropriate content platform.

- Client-owned managed WordPress hosting account
- WordPress installation and initial configuration
- Theme, plugin, domain, and SSL setup
- Administrator handoff and launch testing
- Client pays hosting and premium licence fees directly

BOOMER AUTOMATION HANDLES

- Hosting recommendation and initial account configuration
- Deployment, domain connection, SSL setup, and launch verification
- Initial platform settings and project handoff

CLIENT HANDLES

- Provider subscription and renewal payments
- Maintaining billing information and accepting provider terms
- Provider-level billing support, ongoing server administration, and future premium licences

Post-launch support covers launch-related defects during the stated support window. It does not include ongoing content changes, WordPress updates, provider billing, or indefinite hosting administration.



A CONTROLLED PROJECT PROCESS

Clear stages. Defined feedback. No open-ended scope.

Every project is managed against the approved deliverables, production allowance, revision rounds, and client responsibilities stated in the proposal.

01 DISCOVERY

Confirm goals, platform, sitemap, content readiness, and package fit.

02 CONTENT

Collect final copy, images, business information, access, and legal details.

03 DESIGN

Establish visual direction, page hierarchy, and conversion structure.

04 BUILD

Develop, configure, test, and optimize the approved website scope.

05 REVIEW

Receive one consolidated feedback set for each included revision round.

06 LAUNCH

Deploy, connect the domain, verify forms and analytics, and hand off access.

IMPORTANT TERMS

PRODUCTION ALLOWANCE

The project is complete when the approved scope is delivered or the included production allowance is reached.

REVISION ROUND

One organized, consolidated set of feedback submitted after review of the applicable stage.

CLIENT DELAYS

Missing content, access, or approvals can affect delivery dates and consume production time.

ADDITIONAL WORK

Out-of-scope work is quoted or billed at \$85 per hour after written client approval.

UNUSED HOURS

Have no cash value, do not roll forward, and do not become future maintenance credit.

PAYMENT STRUCTURE

Typical schedule: 50% to begin, 25% after design approval, and 25% before launch.

NEXT STEP

A fixed project quote is provided after a discovery conversation confirms the package, platform, content readiness, and any required add-ons.