

Website & Support Pricing Guide

What's included, how it works, and what to expect

ProductivityLabCoOp

How Pricing Works

Every project starts with a free mockup — we'll put together a working preview of your site based on your business, with no commitment required. Once you're happy with the direction, we move forward with the tier that fits best.

The tiers below build on each other: each one includes everything from the tier before it, plus additional features. There's no pressure to start at the top — most businesses start with what they need now and grow into more features over time.

A Note on Pages

We don't limit how many pages your site can have based on tier — a tier reflects the features and complexity included, not a page count. If you're not sure what you need, the free mockup process will help figure that out together.

Website Packages

A one-time cost to design and build your site. Choose the tier that matches what your business needs right now.

Starter

\$500

A polished, single-page website — everything a small business needs to look professional online and give people a place to learn about you and get in touch.

What's Included

- Custom design built around your branding
- Mobile-friendly layout
- About, services, and contact sections
- Space for real reviews and testimonials
- A working contact form

- Launch on your own domain

How It Works

1. Share your business info — photos, services, hours, and any existing branding or colors.
2. We build a free working preview based on what you share.
3. You review it and request any changes.
4. Once you're happy, we connect it to your domain and it goes live.

Growth

\$1,200

Everything in Starter, expanded into a multi-page site — ideal for businesses that want dedicated space for their story, services, and a photo gallery.

What's Included

- Everything in Starter, plus:
- Multi-page custom design
- Dedicated About and Services pages
- Photo gallery
- Expanded service descriptions
- Page-specific contact routing

How It Works

The process is the same as Starter — the difference is in scope. Once we've built your core pages, we'll work through any additional pages together, using the photos and content you provide.

Plus

\$1,800

Everything in Growth, with the tools to start capturing leads and keeping in touch with your customers — booking, email signups, and a blog or news section.

What's Included

- Everything in Growth, plus:
- Booking or scheduling integration
- Email signup and newsletter capture
- A blog or updates section
- Social media integration

How It Works

Booking tools (like Calendly) and email capture both require a free account with the relevant service — we'll guide you through setting that up, then build it directly into your site so it feels seamless to visitors.

Complete

\$2,500

A full digital presence — everything in Plus, with online payments, local SEO, and a custom business email address.

What's Included

- Everything in Plus, plus:
- Online payments or ordering
- Local SEO setup and Google Business optimization
- Custom business email setup (e.g., hello@yourbusiness.com)
- Priority turnaround

How It Works

Online payments require a free Stripe account (your business's own account, since payments go directly to you). Local SEO setup includes optimizing your Google Business listing and writing search-friendly page content. Custom email runs through Google Workspace — we'll provide a simple setup guide and walk you through it.

Monthly Support Plans

Once your site is live, these plans keep it current — hosting, updates, and content, handled on a regular monthly basis.

How Updates Work

Updates are handled on a regular monthly cycle rather than the moment a request comes in. For example, if you get a great review every day, that doesn't mean it's added the same day — reviews and similar updates are gathered and added together each month. If something is time-sensitive, just let us know and it can be prioritized.

Plan 1

\$49/month

Basic upkeep for a site that mostly runs itself.

What's Included

- Hosting and security monitoring
- Small text and info updates (hours, contact info)

- Minor cosmetic tweaks
- Up to 1 update per month

Plan 2

\$150/month

Regular small updates to keep things feeling current.

What's Included

- Everything in Plan 1, plus:
- Adding new reviews and testimonials (added monthly)
- Seasonal and promotional updates
- Photo swaps and gallery updates
- Up to 3 updates per month

Plan 3

\$350/month

Active content support — ideal for businesses that want a regular blog or newsletter.

What's Included

- Everything in Plan 2, plus:
- Monthly blog or newsletter post (you provide the content, we format and publish)
- Basic analytics check-in, once per month
- 48-hour turnaround on requests

Plan 4

\$750/month

Hands-on monthly support for growing, content-heavy businesses.

What's Included

- Everything in Plan 3, plus:
- Weekly content updates — one small update per week
- Monthly blog or newsletter post, written for you
- Monthly analytics report with recommendations
- Social media post scheduling
- Priority, same-week turnaround

Re-Onboarding Fee

If a monthly support plan is cancelled and then restarted at a later date, a one-time re-onboarding fee of \$75–\$150 applies. This covers the time required to review the site, catch up on any changes that occurred during the gap, and get everything back up to date before the plan resumes.

Why this exists — A maintenance plan works best as an ongoing relationship. Re-onboarding takes real time, and this fee keeps things fair for both sides. It's also easy to avoid: plans can be paused or downgraded rather than cancelled outright if budget is a concern.

Getting Started

Ready to move forward, or still deciding? Either way, the first step is the same: a free, no-commitment mockup of your site. We'll put together a working preview based on your business so you can see exactly what you'd be getting before deciding on anything.

Plans — both website tiers and monthly support — can change as your business grows. Nothing here is locked in permanently.