

WEBSITE DESIGN & CARE — PRICING GUIDE

Clear packages. No surprise invoices.

Every site is custom-designed, mobile-friendly, secured with HTTPS encryption, and built to show up on Google. One-time build price — you own the site.

Launch

\$1,200

one-time · 1-2 week delivery

- ✓ 1-3 page website
- ✓ Customized professional design
- ✓ Contact form
- ✓ Basic photo gallery
- ✓ Basic SEO setup
- ✓ 2 revision rounds

Example: a barber shop gets a clean 3-page site — photos, hours, services menu, and a "Book Now" button — live in about 10 days.

MOST POPULAR

Growth

\$2,500

one-time · 2-4 week delivery

- ✓ Up to 7 pages
- ✓ Fully custom design & branding
- ✓ Forms + booking/scheduling
- ✓ Curated gallery
- ✓ Light copywriting
- ✓ 3 revision rounds

Example: a family café gets a 7-page branded site with online reservations, a gallery, and online reservations that just work.

Premier

\$4,500+

one-time · 4-8 week delivery

- ✓ 10+ pages, animations & AI imagery
- ✓ E-commerce (up to 25 products)
- ✓ Advanced forms & integrations
- ✓ Full SEO + analytics dashboard
- ✓ Full copywriting
- ✓ Unlimited in-scope revisions

Example: a boutique store gets a full online shop, animated hero sections, AI lifestyle imagery, and a monthly analytics dashboard.

Medical & dental practices: every website we build for healthcare clients follows HIPAA-aware design — no patient information collected without encryption, secure contact forms, and guidance on compliant patient communication. Ask about our HIPAA Security Risk Assessment & certified staff training program.

ONGOING / CARE PLANS

Monthly care plans

PLAN	PRICE
Basic — managed hosting, SSL, security updates, weekly backups, uptime monitoring	\$75/mo
Plus — everything in Basic + 2 hrs monthly content updates & priority support	\$150/mo

If your site ever goes down at 2 AM — we know before you do. Cancel anytime with 30 days' notice.

À LA CARTE / ADD-ONS

Popular add-ons

ADD-ON	PRICE
Logo design / brand refresh	\$300-\$750
AI-generated photography & hero imagery	\$150-\$400
Additional pages (each)	\$150-\$250
E-commerce setup (Launch/Growth)	from \$750
Branded email on your domain	\$100
Local SEO boost (Google Business Profile)	\$250
Rush delivery (under 1 week)	+25%

WHAT'S INCLUDED IN EVERY PACKAGE

Every White Rock website comes with

INCLUDED	
Mobile-first design — looks perfect on iPhone, Android, tablet & desktop	✓
HTTPS encryption (TLS) — the padlock, required by Google and expected by customers	✓
Fast loading — optimized images and clean code, scored against Google PageSpeed	✓
Search engine basics — sitemap, indexing setup, titles & descriptions	✓
You own everything — your domain, your content, your site. No lock-in	✓
Training handoff — a walkthrough so you can make simple updates yourself	✓

How it works: 1 · Talk → 2 · Design → 3 · Build & revise → 4 · Launch & care.

Prices effective August 2026 and subject to change. 50% deposit to begin; balance on launch. "In-scope" means work within the agreed written scope — anything extra is quoted before we start, never billed as a surprise.

Let's put your business on solid rock.

info@whiterocksolutionsnj.com · whiterocksolutionsnj.com

Call / text (973) 626-8108