

WEBSITES, MARKETING & STRATEGY

Services & *Pricing*

Websites and marketing priced in plain numbers, for businesses that can't afford to guess. Everything in this guide comes from real hours at posted rates. Nothing is padded, and nothing is hidden.

HOW PRICING WORKS

Where every number comes from.

Package prices are time estimates multiplied by the rates below, and monthly plans are priced under what the same work costs piece by piece. Committing always saves you money.

\$110 / HOUR Production Writing, design, website edits, and scheduling. The work that gets made and shipped.	\$160 / HOUR Strategy Consulting and planning time. Booked by the hour, no retainer required.	\$125 / HOUR Ad hoc & overflow Work beyond a project's scope or a plan's included hours. Unscheduled, so it bills above production. One hour minimum.
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WEBSITE DESIGN & DEVELOPMENT

Compare the builds

Every site is built on WordPress around your customers and your goals, and every project starts with a free scoping call.

WHAT YOU GET	STARTER	SIGNATURE	ADVANCED	ENTERPRISE
Pages included	Up to 4	Up to 8	Up to 15	Scoped
Mobile ready, SSL, forms, analytics	●	●	●	●
Fully custom design	○	●	●	●
Blog setup	○	●	●	●
Google Business Profile integration	○	●	●	●
On-page SEO	Basic	All pages	Advanced	Advanced
Booking, e-commerce, member areas	○	○	●	●
Email signup integration	○	○	●	●
Revision rounds	2	3	4	Scoped
Typical timeline	2–3 weeks	4–6 weeks	6–10 weeks	Scoped
90 days of Site Care Essential	●	●	●	●
INVESTMENT	\$1,500	\$4,500	\$7,000	from \$9,500

Build add-ons: extra page \$175 · basic e-commerce, up to 10 products \$650 · copywriting per page \$150 · rush delivery under 2 weeks +50%

Site Care Essential is the \$70 per month care plan: hosting, updates, backups, security monitoring, and a monthly health check. Every build includes the first 90 days. Details on page 7 and in the Website Care Plans guide.

Pick the size that fits the job.

Starter is the template build. Signature is where custom design begins, and most of the price difference between them is design time. Every build launches with 90 days of Site Care Essential included, so someone is watching from day one. The scoping call is free, and you see a written plan before you commit to anything.

Starter

For businesses that need a clean, professional site online without a big project attached.

\$1,500

ONE-TIME

WHAT IS INCLUDED

- Up to 4 pages on a professional template
- Mobile responsive with SSL
- Contact form wired and tested
- Google Analytics and Search Console connected
- Basic on-page SEO
- 2 revision rounds
- 90 days of Site Care Essential

The benefit: a real website, built properly, without a project taking over your month. You're live in weeks, and it won't look like it cost \$1,500.

MOST POPULAR

Signature

Designed around your brand, your customers, and the way you actually work.

\$4,500

ONE-TIME

EVERYTHING IN STARTER, PLUS

- Up to 8 pages, fully custom design
- Design mockup approved before a line of code is written
- Blog setup
- Google Business Profile integration
- On-page SEO across every page
- 3 revision rounds

The benefit: nobody else has your website. Customers can tell the difference between a template and a site built around one business, even when they can't say why.

Advanced

For businesses whose website has a job to do: take bookings, sell products, serve members.

\$7,000

ONE-TIME

EVERYTHING IN SIGNATURE, PLUS

- Up to 15 pages, fully custom design
- Online booking or scheduling
- E-commerce up to 25 products
- Member or client areas
- Advanced SEO setup
- Email signup integration
- 4 revision rounds

The benefit: the site stops being a brochure and starts doing work. Bookings arrive overnight, and orders don't wait for business hours.

Enterprise

For the projects that don't fit a package: large e-commerce, complex integrations, migrations, and Shopify builds.

from \$9,500

SCOPED & QUOTED

HOW IT WORKS

- Full custom builds of any size
- Larger e-commerce and Shopify projects
- Complex integrations and site migrations
- Written fixed quote before any work begins

The benefit: big projects get the same treatment as small ones. You see the scope, the price, and the timeline in writing before anything starts.

MONTHLY MARKETING PLANS

Marketing that keeps running when you get busy.

Content creation, publishing, and reporting handled entirely for you, with your website cared for on every plan. All plans carry a 3 month minimum, then month to month with 30 days notice.

WHAT YOU GET	PRESENCE	FOUNDATION	GROWTH	PREMIUM
Social posts per month, fully managed	4	5	8	12
SEO blog posts per month	○	1	2	4
Email newsletter	○	Quarterly	Monthly	Biweekly
Google Business Profile	Upkeep, 1 post	Upkeep, 2 posts	Managed, 4 posts	Managed, 4 posts
Online review management	○	○	○	●
Website edit hours per month	1 hour	1 hour	2 hours	4 hours
Check-in or strategy call	Quarterly, 30 min	Monthly, 30 min	Monthly, 1 hr	Weekly
Search check-up, one page tuned	Quarterly	Quarterly	Quarterly	Quarterly
Analytics review and reporting	Summary	Report	Report	Live dashboard
Ad campaign coordination	○	○	○	●
Site Care Essential included	●	●	●	●
Setup fee	\$150	\$300	\$450	\$650
MONTHLY INVESTMENT	\$550 PER MONTH	\$895 PER MONTH	\$1,850 PER MONTH	\$3,250 PER MONTH

Where most businesses land: Presence keeps your site, your Google listing, and your social looked after for one price, and it's the natural next step when a build's included site care ends (setup waived after a Celtic Winter build). Foundation builds the habit. Growth is the plan established businesses stay on. Premium is for businesses treating marketing as a growth engine, with ad spend billed directly to you by the platforms so you always own your accounts. Every plan includes Site Care Essential for one site.

Reporting levels: Summary is your monthly traffic and reach numbers. Report is a monthly analytics review covering what changed and what's next. Live dashboard is a dashboard you can open any time.

Plan add-ons, any plan: extra social post \$110 · extra blog post \$220 · extra newsletter \$165 · Google Business Profile post \$30 · website edits beyond included hours \$125/hr · ad management 15% of ad spend, \$200 monthly minimum

ONE-TIME & PROJECT SERVICES

No plan required.

Everything below stands on its own. First-time project clients pay a one-time \$100 onboarding fee covering intake, account access, and brand familiarization, waived for all current and former plan clients.

SERVICE	PRICE	SCOPE
Blog post	\$220	800 to 1,000 words, written for your audience with SEO basics, formatted and published on your site
Social content batch, content only	\$450	10 ready-to-post pieces with graphics and captions. You schedule and publish them on your own timeline.
Social content batch, fully managed	\$1,100	10 posts written, designed, scheduled, and published for you across Facebook and Instagram
Email campaign	\$250	One-time email designed, written, and sent to your list, including template and list setup
Google Business Profile setup	\$350	Complete profile setup or overhaul: categories, services, photos, descriptions, and optimization
SEO audit	\$400	Full review of your site's search performance with a prioritized, plain-English recommendations report
Local citation building	\$450	Your business listed accurately across 20 to 25 key directories
Branding / logo package	\$700–\$1,400	Logo design with variations, color palette, and basic brand guidelines. Scoped to your needs.
Strategy session	\$160/hr	Focused consulting on your marketing, website, or growth questions. Come with problems, leave with a plan.

AFTER LAUNCH

Someone is watching your site.

Every build includes 90 days of Site Care Essential, and it continues at \$70 per month after that unless you choose a different plan or cancel with 30 days notice. It's also included in every monthly marketing plan. Four care plans cover hosting, updates, backups, security, and edit time. Full details, comparisons, and terms live in the Website Care Plans guide.

Hosting Only

\$35 / MO

Managed hosting, SSL, daily backups, uptime monitoring.

Site Care Essential

\$70 / MO

Adds updates, security monitoring, and monthly health checks.

Site Care Active

\$125 / MO

Adds 30 minutes of edits monthly and priority response.

Site Care Managed

\$250 / MO

2 hours of edits monthly plus quarterly strategy calls.

THE DETAILS

How we work

PAYMENT & SCOPE

- One-time projects: 50% deposit to begin, remaining 50% due on completion before final delivery.
- Monthly plans are billed in advance, due on the 1st.
- Rush projects are due 100% upfront.
- Revision rounds are defined per package and listed in this guide, so you always know what's included.
- Work outside an agreed scope bills at \$125 per hour, always with your approval before work begins.
- Rush turnaround under 48 hours bills at 1.5x. Emergency and weekend work bills at twice the standard rate.

GOOD TO KNOW

- Ad spend is billed directly to you by the platforms, so you always own your accounts and budgets.
- Photography and video production aren't included.
- Community and direct message management is available only as a plan addition.
- Rates are reviewed each January. Existing clients hold their signup rate for twelve months and receive 60 days notice of any change.
- Monthly plans cancel with 30 days written notice after any minimum term. Your final month is delivered in full.
- The 90 days of Site Care Essential included with every build applies to sites hosted with Celtic Winter, counts toward the care plan minimum term, and continues at \$70 per month afterward unless you choose a different plan or cancel with 30 days notice.
- Setup fees are non-refundable.
- You own your work. All files, accounts, and content transfer to you on final payment.

Not sure where to start?

Most businesses don't need the biggest package, and I'll tell you so. Send me your site, or the idea for one, and I'll come back with the level that makes sense. The scoping call is free, there's no obligation, and there's no pressure to move up later.



celticwinter.com
kyle@celticwinter.com

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