

The Site Lab creates websites built to get you found, booked, and remembered. We handle everything from initial build through ongoing maintenance, so you stay focused on running your business. All projects are individually priced and scoped.

TRY BEFORE YOU BUY

Free demo of your site after scoping.

No charge until you approve the direction and agree to move forward.

Service tiers & estimated pricing

<h3>Basic</h3> <p>Get online. Professional & fast.</p> <p>EST. ONE-TIME SETUP \$800 – \$1,000 + monthly maintenance</p> <ul style="list-style-type: none"> ✓ Up to 3 pages ✓ Mobile-optimized design ✓ Contact / Inquiry form ✓ Domain, SSL & hosting setup ✓ Google Business Profile link — Integrations — SEO setup 	<h3>Standard</h3> <div style="border: 1px solid green; padding: 2px; display: inline-block; font-weight: bold; font-size: 0.8em;">RECOMMENDED</div> <p>Everything your site should do.</p> <p>EST. ONE-TIME SETUP \$1,200 – \$1,500 + monthly maintenance</p> <ul style="list-style-type: none"> ✓ Up to 6–8 pages ✓ Mobile-optimized design ✓ Contact / Inquiry form ✓ Domain, SSL & hosting setup ✓ Google Business Profile link ✓ SEO / AEO* ✓ Analytics and Reporting 	<h3>Premium</h3> <p>Web apps & beyond.</p> <p>EST. ONE-TIME SETUP From \$2,000 + monthly maintenance</p> <ul style="list-style-type: none"> ✓ Custom Scope (Web & Mobile Apps) ✓ Mobile-optimized design ✓ Contact / Inquiry form ✓ Domain, SSL & hosting setup ✓ Google Business Profile link ✓ SEO / AEO * ✓ Analytics and Reporting
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* Answer Engine Optimization structures your site so AI-powered tools (ChatGPT, Google AI Search, Claude, etc.) can reference your page as a response to users' questions.

Monthly maintenance	BASIC	STANDARD	PREMIUM
Hosting, SSL, domain	✓	✓	✓
Security & backups	✓	✓	✓
Content / feature updates	1 / month	2 / month	5 / month
Analytics & Reporting — traffic, rankings, insights	—	Weekly	Weekly
Est. response time	1–3 business days	1–2 business days	Same / next day

Optional add-ons

Additional page	\$100 / page	Analytics & Reporting	\$15 / Month
Copywriting (beyond tier)	\$100 / page	Additional integration	\$175
Rush delivery (< 7 days)	\$250	SEO / AEO	\$750

How to start

- 1
Book a free 20-min call
 A quick chat about your goals and what you need from a site.
- 2
Scoping & written quote
 A clear scope, timeline, and fixed price — no surprises.
- 3
Free demo of your site
 We build a live preview so you can see the direction before committing.
- 4
Approve & we build
 We finalize and launch based on approved scope and vision.

Important notice. All prices listed are estimates and are subject to change without notice. Final pricing is determined following a project scoping consultation and confirmed in a written service agreement signed by both parties. No work will commence, and no fees will be due, until a written agreement is in place. Monthly maintenance fees are billed in advance and may be adjusted with 30 days' written notice. The Site Lab makes no representations regarding specific outcomes including, but not limited to, search engine rankings, website traffic, or business results. Services are governed by the applicable service agreement, which prevails over this document in the event of any inconsistency.