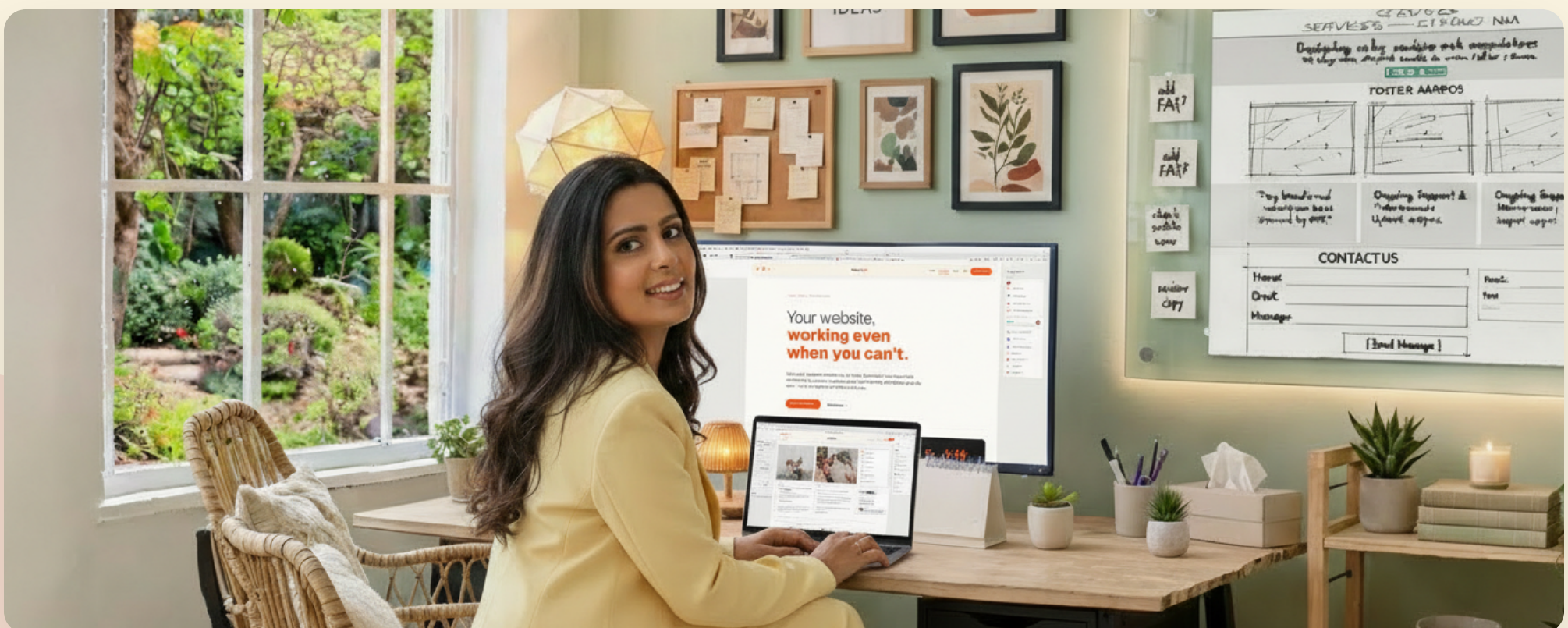


Pricing & Packages · 2026

Custom websites built for small businesses that want to look *as good as they already are.*

Hand-coded, mobile-first, and quietly designed to bring the right people through your door, while you get on with the actual work.



Who this is for

You're the *engine of your business*, the one taking calls, doing the work, running the diary.

A service-based business owner whose reputation is the whole product.

Whose calendar is the whole marketing budget.

Specifically, if you're a...

- * Solo consultant, coach, or therapist
- * Wedding or event vendor (celebrant, planner, venue, stylist)
- * Small trade or specialist builder
- * Buyer's advocate, property agent, real-estate consultant
- * Boutique clinic, allied health or wellness practitioner
- * Professional services, accountant, PR, advisor, lawyer

This deck is *for you*.

The pattern I keep seeing

Paid for. Published. *Abandoned.*

Most small business websites follow the same arc: built in a burst of optimism, then left untouched for a year because the platform is too fiddly, the admin panel is a chore, and the owner has an actual business to run.

The abandoned admin panel

Owners paying monthly for a DIY platform they haven't logged into in months. The site exists, but nobody's driving.

Invisible on Google

One page, no local landing pages, no schema, so the exact searches that bring real work go to competitors.

A homepage that says nothing

Generic template copy that never answers the only question a visitor has: why should I pick you?

Enquiries that go stale

Leads land in an inbox nobody checks in real time. By the time the owner replies, the customer has moved on.

The frustrating part? It's not the owners. It's tools that were sold as "easy", built for anyone, optimised for no-one.

What if instead...

Your website *quietly did the work* while you got on with the actual work.

One that shows up when the right person searches. Reads like it was written for them.

Turns quiet Google traffic into booked calls, on autopilot.

✦ **Found on Google** for the exact searches that bring you real work.

✦ **Cited by ChatGPT & Perplexity** when people ask AI for recommendations in your industry.

◆ **Loads in under 2 seconds** on any phone, no more thumb-drumming.

✿ A homepage that makes people say "**this is exactly what I need**".

✱ **Enquiries land as a text** on your phone the instant they come in.

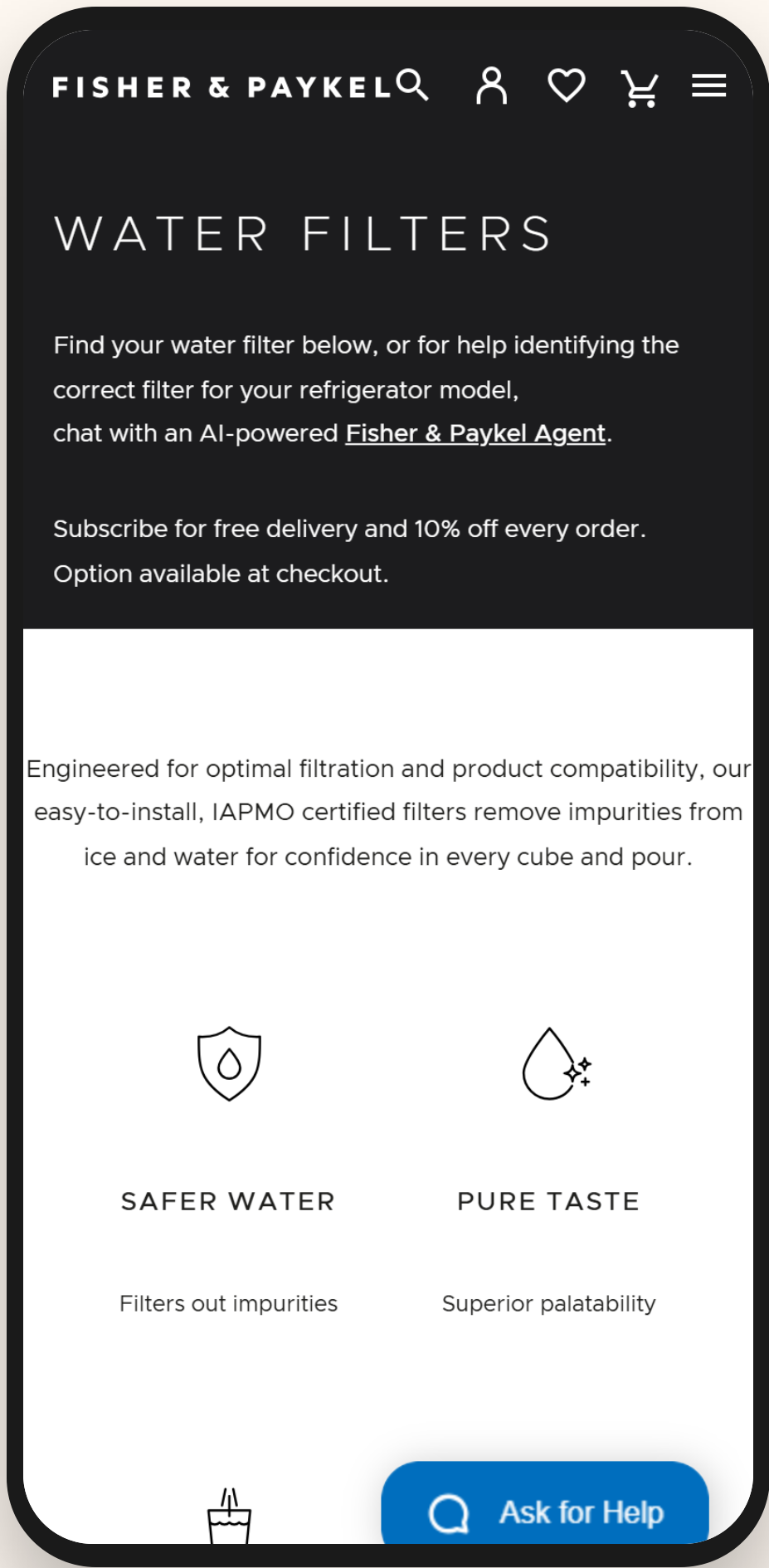
✿ A quiet, always-on **lead engine you actually own**, no more monthly platform tax.

Not a Wix site with a nicer template. A quiet lead engine, designed for the way people actually search in 2026.

Case study 01 / 04

Fisher & Paykel *Water Filters.*

UI / UX Designer · Direct-to-consumer subscription launch · AU · NZ



MOBILE-FIRST BUILD

Led F&P's first direct-to-consumer subscription launch, Water Filters (Aug 2023). Extended the exact same template to **Dish Detergents** (Feb 2024), then **Laundry Liquid**, reused by the internal team long after I moved on.

Also led the mega-menu information architecture across **UK · SG · AU · NZ**, monthly A/B testing, and heatmap synthesis across the customer journey.

1,220

UNIQUE SUBSCRIBERS

40.67%

CONVERSION · ABOVE FORECAST

3

PRODUCT LINES USING THE TEMPLATE

4

MARKETS, UK · SG · AU · NZ

Case study 02 / 04

AMI *Roadside Rescue.*

Senior UX / UI Designer · IAG · AMI · State Insurance · NZI · New Zealand



◆ MOBILE-FIRST BUILD

Led the end-to-end launch of AMI's **Roadside Rescue**, a new nation-wide product offered free with car insurance policies. Shipped the customer journey, subscribe flow, benefit pages, and post-purchase comms.

In parallel, restructured the **AMI & State Insurance mega menu**, validated by a 130-user A/B study, and bridged fragmented design systems into a single master UI file used across NZ brands.

68%
CUSTOMER APPROVAL AT LAUNCH

1,700+
SUBSCRIBERS SIGNED ON

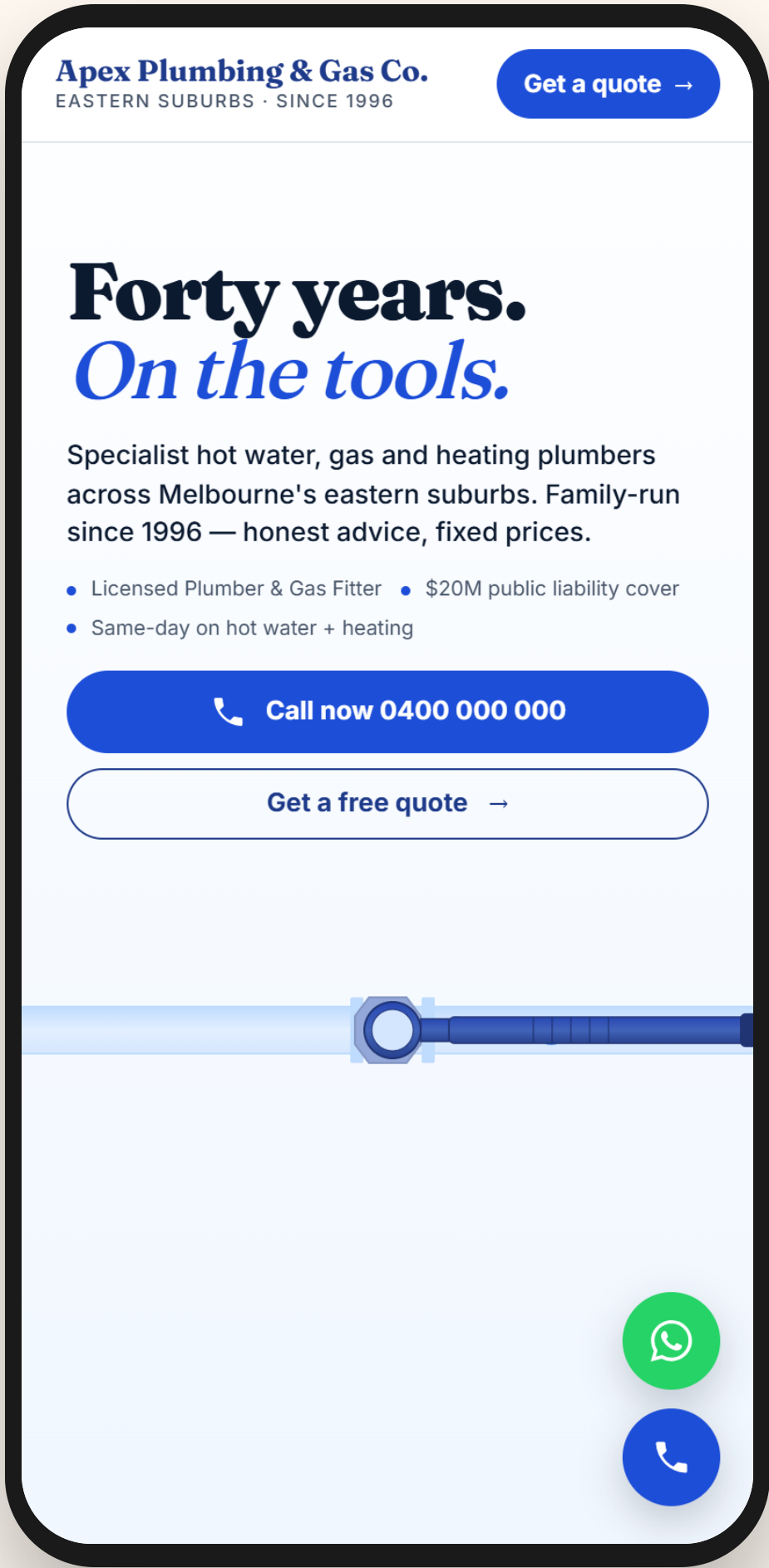
130
USER A/B STUDY · MEGA MENU

1
MASTER UI SYSTEM · 3 NZ BRANDS

Case study 03 / 04

Apex *Plumbing & Gas Co.*

Independent design + build



MOBILE-FIRST BUILD

A boutique **3-page site** for a Melbourne trade, designed and hand-coded end-to-end. Home, services, and contact, tuned for local Google ranking and phone-first enquiry.

Every layout, every interaction, every line of markup written from scratch, **no template, no CMS, no bloat**. Design and code from one seat, so nothing gets lost in handoff.

3
CUSTOM-CODED PAGES

100%
CUSTOM DESIGN · NO
TEMPLATE

<2s
MOBILE LOAD TIME

1-tap
PHONE CONTACT · FROM ANY
SCREEN

Case study 04 / 04

Motley *Exim & Co.*

Complete GEO & SEO rebuild · motleyexim.com · Founded 1999



◆ MOBILE-FIRST BUILD

A **complete GEO & SEO restructure** of a 25-year-old export business. Migrated from WordPress to hand-coded static HTML, faster, safer, and built for how people (and AI) actually search in 2026.

Full product catalogue, schema markup, llms.txt for AI crawlers, drone-shot hero, and content tuned for search intent. **Ranking on top** for the target queries within weeks of launch.

Complete GEO
& SEO

FULL RESTRUCTURE &
REBUILD

6 weeks

CORE BUILD PRODUCED IN

Top

RANKING ON TARGET QUERIES

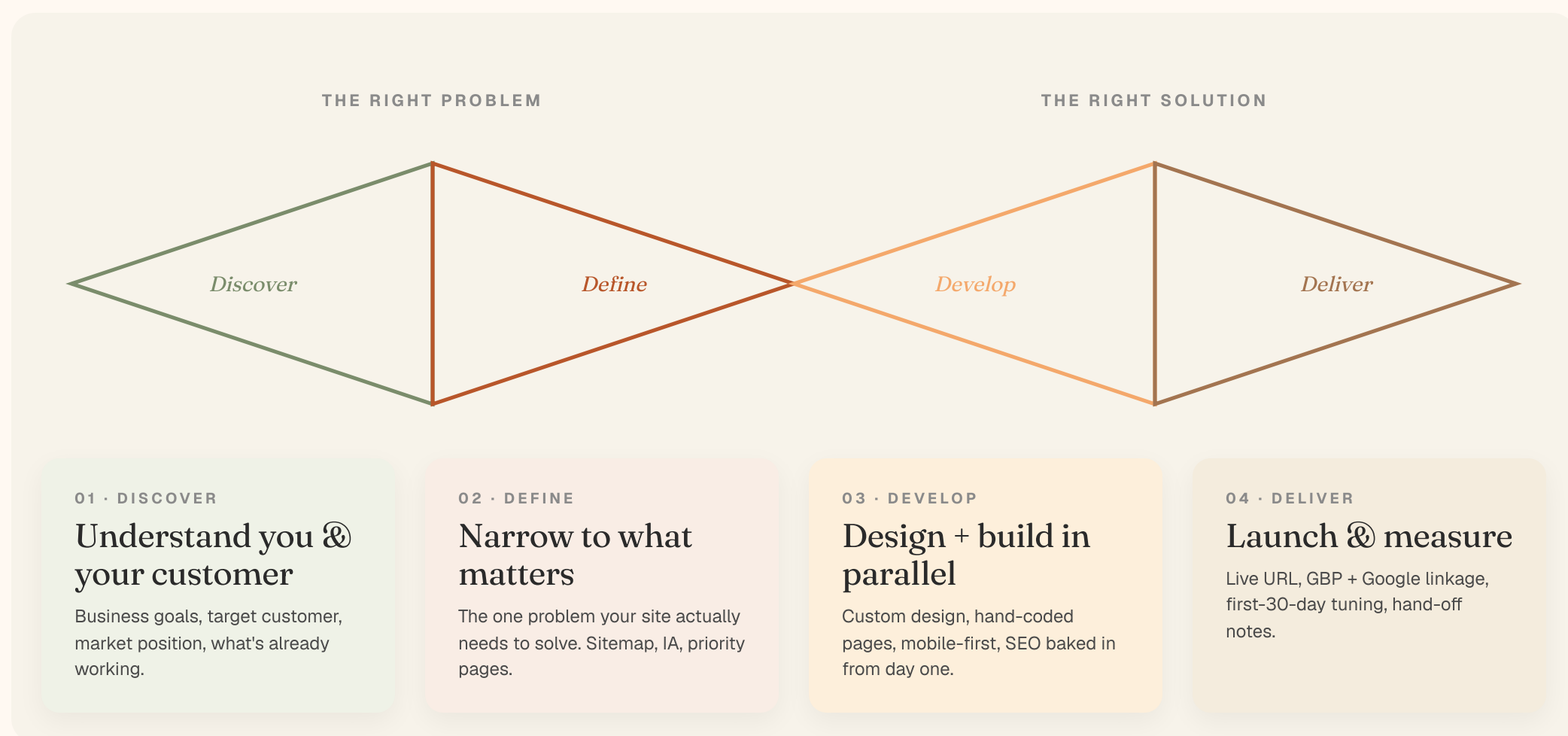
1999

LEGACY BUSINESS, MODERN
SITE

How I work

A simple process, *made faster with AI.*

The industry-standard Double Diamond, but with AI tools built in wherever they can genuinely speed things up. Same rigour, a fraction of the timeline.



*For every project I ask: **which parts of this can AI genuinely improve**, and which parts still need my hands? You get agency-quality thinking, without the agency-quality timeline.*

Pricing & Packages

Three ways to work together.
Start where you're at.

Each package builds on the one before. Payment plans available on all.

★ MOST POPULAR

Package 01

Essentials

A professional online presence, done properly.

\$1,800^{+GST}
ONE-OFF · 3-PAGE BUILD

🕒 Typically 2–3 weeks

- 3 custom-coded pages
- Your existing brand
- Mobile-first, sub-2s load
- Basic SEO + schema
- Year 1 hosting included

BEST FOR

Coaches, consultants, therapists who want to look legit without the full works.

Package 02

Grow

Ready to be found, not just seen.

FROM \$3,600^{+GST}
ONE-OFF · 7-PAGE BUILD + 3 SUBURB PAGES

🕒 Typically 4–5 weeks

- Everything in Essentials
- Up to 7 pages + brand refresh
- Live Google Reviews widget
- 3 suburb pages for local ranking
- FAQ, copy refresh & technical SEO

BEST FOR

Wedding vendors, allied health, coaches with a track record, boutique consultancies.

Package 03

Scale

Let the website work while you sleep.

FROM \$4,900^{+GST}
ONE-OFF · 10-PAGE BUILD + AI AUTOMATION

🕒 Typically 6 weeks+

- Everything in Grow
- **AI Lead Automation**, every enquiry sends you an instant SMS or WhatsApp on your phone
- **Review-request SMS system**, Google reviews on autopilot
- Up to 10 pages + 6 suburb pages
- 30-min ongoing care planning session

BEST FOR

Wedding venues, buyer's advocates, established coaches, small firms.

Want it to keep working after launch? See the *Care & Growth Plan* on the next slide.

Ongoing care

Keep the site *quietly working*, every month.

One plan. One price. Everything you need to keep the site current, ranking, and quietly bringing enquiries in, without you having to think about it.

WHAT'S INCLUDED, EVERY MONTH

- ✦ **Hosting, uptime & security monitoring**, the boring stuff, handled.
- ✦ **Up to 90 minutes of small edits & content updates**, copy tweaks, new photos, price changes.
- ◆ **1 new page every 2 months**, blog post, suburb guide, case study, or market update.
- ✿ **Google review management**, forward new reviews, I add them to the homepage within 48 hours.
- ✱ **Active SEO & GEO tuning**, schema, indexation, AI crawler check-ins.
- ✿ **Monthly strategy email**, what changed, what's working, what's next.
- 📅 **Quarterly 30-min strategy call**, plus priority WhatsApp support in between.

CARE & GROWTH PLAN

One plan.

\$349^{+GST}

per month

3-month minimum. No lock-in after that, cancel any time, keep everything.

*Think of it as a **quiet layer of support**, so the site keeps quietly working, no matter how busy the rest of your life gets.*

