CLIENT PRICING

Website Build

Custom Website: $400 per page (includes 3 content areas; additional sections or advanced features handled via add-ons**)**

Template-Based Website: $100 single page only (includes 3 content areas; uses pre-built template—only colors and fonts can be changed; additional customization requires a Custom Website)

Includes:

- *Custom design using your branding*

- *Mobile-first layout*

- *Menu / gallery integration*

- *Contact form (email, phone, map links)*

- *Basic SEO setup – Helps search so customers can find you more easily. (Rank Math SEO)*

- *Social media links with Smash Balloon Basic Feed Slider*

- *WP accessibility integration*

- *99.00% uptime ("two nines") = about 87.6 hours of downtime per year (basic/standard).*

Required Annual Costs (Paid by Client)

These are standard costs for owning a website.

- **Domain Name:** *typically $10–$15/yr (Namecheap.com)*

- **SSL Certificate:** *Free (Let's Encrypt) or $5–$50/yr if a paid SSL is needed ssls.com*

- **Plugin subscriptions (if required):** *varies by plugin*

Monthly Hosting & Management

1. Basic Hosting Plan

Small site: $30/mo
Large / high-traffic / advanced features: $50+/mo

Includes:

- *Standard hosting = "Renting space on the internet for your website."*

- *SSL security = "Makes your site safe for visitors and gives it the trusted 'https://' in their browser."*

- *Domain Management = "Making sure your website stays live at the name your customers know and love."*

- *Weekly Backups = "Copies of your website's database and files saved once a week."*

- *Basic uptime monitoring = "Keeps a watchful eye that your site is always online with minimal downtime"*

"You handle all future content and database changes. KiteForge handles hosting, security, backups, and uptime."

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2. Managed Website Plan (Recommended)

Small site: $55/mo
Large / high-traffic / advanced features: $75+/mo

Includes:

- *Everything in Basic Hosting = "Hosting, security, domain management, backups, uptime monitoring"*

- *All routine maintenance + plugin updates = "All existing functionality is kept secure and compatible"*

- *Small content edits (1–2 per month) = "Minor edits, image changes, color changes, link updates"*

- *Fixing minor issues = "Layout fixes and resolving small plugin or display issues"*

"You handle social media, events, promotions, major redesigns, and new features. KiteForge handles hosting, SSL, domain management, backups, uptime monitoring, updates, maintenance, and small edits."

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3. Full Service Plan

Small site: $80/mo
Large / high-traffic / advanced features: $100+/mo

Includes:

- *Everything in Managed Plan = "Hosting, security, domain management, backups, uptime monitoring, updates, maintenance, and small edits."*

- *Unlimited content edits = "Text changes, image swaps, link updates, and layout adjustments within existing pages (Not full redesigns or new features)"*

- *Menu/event/promo updates = "Keeping menus, events, specials, and promotions current (This does Not include event management)."*

- *Full technical support = "KiteForge handles all issues with existing functionality"*

"You handle social media, events, and promotions. KiteForge handles hosting, SSL, domain management, backups, uptime monitoring, updates, and maintenance."

Optional Add-On Services

Branding

- ***Logo design:*** *$50 (AI-generated) or designer pricing varies*

- ***Menu design (print/PDF):*** *$100–$200 (layout and formatting)*

- ***Menu revisions:*** *$50 per revision*

Online Store Setup

(Plugin subscription fees paid by client)

- ***Store setup:*** *$150, We set up your online store, configure the shop settings, and connect payment options.*

- ***Product uploads:*** *$5 per item, We format and add each product to your store.*

Includes:

- *WooCommerce installation and configuration*

- *Payment gateways (Stripe / PayPal)*

- *Product formatting and store settings*

Merch Fulfillment Options:

- *Your store can connect with print-on-demand services like **Printful, Printify, or SPOD**. Orders are automatically sent for printing and shipping—no inventory needed.*

- *If you want a **specific silk-screen or local printer**, we can connect your store so orders are forwarded automatically or manually, depending on the printer's workflow.*

Note: *Payment processors charge their own transaction fees.*

Once set up, your online store is ready to sell products, and new items can be added as needed.

Photography

- ***On-site photoshoot:*** *Client hires a photographer; pricing varies*

- ***Editing / formatting:*** *Included, We handle preparing and placing the photos on your website*

Copywriting

- ***Page writing (About, Services, Menu, etc.):*** *$50–$100 per page, We write the text for your website pages so it's clear, professional, and ready to publish*

Event Calendar Setup

(Plugin subscription fees paid by client)

Basic Event Calendar: $100

- *Displays your events on your website in a clear calendar layout*

- *Shows event titles, dates, times, and descriptions*

- *Visitors can view details but cannot RSVP, book, or buy tickets*

Optional Upgrades / Dynamic Calendars:

- *Add RSVP or online booking functionality*

- *Enable recurring events or multi-location events*

- *Automate ticketing or payment processing*

- *Requires additional plugins or premium versions (pricing varies)*

Social Media Setup (Setup Only)

Not full social media management

- **Account setup (FB/IG/X/YouTube/TikTok):** *$40 each, Create and configure accounts for your business*

- **Monthly content scheduling: Monthly content scheduling:** *$60/month, Schedule posts across all your social media accounts using content you provide*

- **Posting:** *We post content provided by the client; we do **not** create original content*

- **Linking icons:** *Add social icons to your website*

Social Media Add-On: Original Content

- **10-second video ad:** *$75 each, Short promotional video ready to post*

- **Image / graphic ad:** *$30 each, Custom image or graphic for social media posts or ads*

  Clients provide messaging or basic ideas; KiteForge creates the content for posting.

Custom Development

- *C**ustom plugins / features:** $200–$1,000+, For functionality your site needs that cannot be handled by standard plugins, we design and build a custom solution to meet your requirements.*

- **Optional maintenance:** *$20–$50/month, Keep your custom features up to date and running smoothly.*

"Use this option if you want something unique or specific that doesn't exist in pre-built plugins."

Membership Systems

- **Setup:** *$200–$500, We configure a membership system for your site, including user registration, login, and a basic member database.*

- **Plugin subscription:** *Paid by client, Most membership systems require a plugin, which is billed separately.*

- **Optional maintenance:** *$20–$50/month, Keep your membership system secure, updated, and running smoothly.*

"This option is for sites that require member-only content, restricted access, or a member database. Any custom features beyond the standard plugin may require additional development."

Forum / Community Setup

- **Setup:** *$150–$400, We create a forum or community page on your website, including design, styling, and a member-accessible database. Users can post, edit, and delete their own content as part of the system.*

- **Plugin subscription:** *Paid by client, Most forum/community systems require a plugin, which is billed separately.*

- **Optional maintenance:** *$10–$30/month, Keep your forum or community system secure, updated, and running smoothly.*

"This option is for sites that want a member-driven forum or community space. Custom features beyond the standard plugin may require additional development."

API Integrations / Advanced Data Systems

- **Setup:** *$100–$500+, Connect your website to external systems or APIs, allowing data to flow in and out. Includes basic database setup and CRUD (Create, Read, Update, Delete) functionality.*

- **High-end / custom integrations:** *$1,000+, For complex data needs, multiple sources, interactive dashboards, or advanced charting features.*

- **Monthly API fees:** *Paid by client, Any ongoing subscription or usage costs for the API are billed separately.*

"This is an advanced option for creating custom databases, managing dynamic data, and enabling analytics or specialized integrations. Additional development may be required for unique or high-complexity features."

Analytics Setup

- **Setup:** *$50–$150, We install tracking tools like* **Google Analytics, Facebook Pixel, or similar**, *so you can see* **how visitors interact with your website or online store**. *Learn what pages they visit, what they click, and where they drop off.*

- **Optional ongoing reporting:** *$20–$40/month, Receive regular reports summarizing visitor behavior and key insights.*

"This option is for businesses that want to understand visitor behavior, improve site design, and optimize their online store based on real data."

Site Speed Optimization

- **Setup:** *$100–$300, Configure caching, minification, and optionally a Content Delivery Network (CDN) for faster site performance.*

- **CDN subscription:** *Paid by client, Any ongoing CDN fees are billed separately.*

- **Optional maintenance:** *$10–$30/month, Keep speed optimizations up to date as your site grows.*

"Recommended only for larger sites, high-traffic sites, or sites with many images/products. For a small one-page site or a store with a small amount of products, this is usually not necessary."

Uptime Guarantee

- **Setup:** *$50–$150, We configure uptime monitoring for your website using professional tools (such as ManageWP, Uptime Robot, or Jetpack Monitor).*

Includes setup of alerts and reporting so you're notified if your site goes down.

- ***Premium hosting upgrade:*** *Paid by client, Higher uptime guarantees (99.9% or 99.99%) require advanced hosting providers, which may involve additional monthly costs (the difference in hosting provider is added on to your plan).*

- ***Ongoing monitoring:*** *$1–$10/month, Keep your uptime monitoring active, with regular reports and immediate alerts for downtime. (Based on the chosen tool and plan.)*

"This option is for businesses that want reliable website availability and fast response to any downtime. Premium uptime guarantees require both advanced hosting and professional monitoring tools. Additional costs may apply for premium hosting or paid monitoring plans."

UX / Website Audit (Optional Add-On)

- *Review of desktop and mobile layout, navigation, content clarity, and accessibility*

- *Recommendations for product display, image galleries, and copy improvements*

- ***Basic Audit (quick review, multiple pages):*** *$200*

- ***In-Depth Audit (detailed, page-by-page with prioritized recommendations):*** *Price varies by scope*

"This is an option if you have an existing page or pages and want KiteForge to look into improvements to your existing site. After the audit, KiteForge will provide a detailed estimate for any recommended upgrades. No work is done without your approval, ensuring full transparency before committing to a contract."

What You Own vs. What I Manage

- ***You own:*** *domain, all original content you provide, and any paid upgrades (plugins, themes, or additional features).*

- **I manage:** *hosting, security, backups, uptime, and support (based on your plan).*