

website design pricing guide



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welcome!

THANK YOU FOR TAKING THE TIME TO DOWNLOAD
OUR WEBSITE DESIGN PRICE GUIDE.

We're excited to present our website design packages, thoughtfully crafted to help your business make a powerful online impact. This guide is your resource to explore our creative solutions and transparent pricing, making it easy to find the right fit for your goals.

Whether you're launching a new site or revamping your current one, we're here to bring your vision to life with a professional, user-friendly, and memorable online presence. Inside, you'll find a clear breakdown of each package, giving you the confidence to choose the option that best aligns with your business objectives.

Thank you for considering Indigo Peak as your partner in creating a website that truly represents your brand and drives results.

Jennifer

Designer | Founder





our *misión**

At Indigo Peak, our mission is to help businesses thrive through thoughtful, strategic, and creative design. We blend intuition with strategy to deliver work that inspires confidence, builds connection, and drives meaningful results. By shaping brands with clarity, consistency, and style, we empower our clients to grow with purpose and stand out with impact.

our values*



CLARITY OVER COMPLEXITY

We believe in clear, purposeful design that cuts through the noise. Every pixel, word, and layout choice should make things easier to understand and more engaging.



COLLABORATION, ALWAYS

Great design starts with listening. We work closely with our clients to understand their goals, so we can turn their vision into something that truly works.



DESIGN THAT DELIVERS

Our focus isn't just on looking good, it's on getting results. We create strategic, high-impact design that helps your business grow and connect with the right audience.



our *packages* *

Our Website Design Packages are crafted to give your business a professional, engaging online presence that blends strategy with style. From streamlined single-page sites to fully custom multi-page experiences, we create websites that not only look polished but also communicate your brand's story with clarity and impact. Each package is designed to help your business stand out online, connect with your audience, and grow with confidence.

PACKAGE 01

starter

PACKAGE 01

Our Starter Website Package is a simple, seamless solution for small businesses, creatives, and solo brands who want to establish a professional online presence quickly and effectively.

This package is perfect if you're looking to launch a polished, functional website that grabs attention, communicates your brand clearly, and supports growth with confidence.

PLATFORM: WordPress - Choosing us means choosing WordPress, the better option for your website. With powerful functionality, SEO-friendly structure, mobile responsiveness, and seamless scalability, your site will perform at its best and grow with your business.

PAGES: up to 4

TIMEFRAME: 4 – 6 weeks

INVESTMENT: from \$3,000



WHAT'S INCLUDED

- 01

PROJECT KICK-OFF & DISCOVERY QUESTIONNAIRE

We begin by learning everything about your business, your goals, and your audience. This ensures your website reflects your brand's unique identity and communicates your purpose clearly. By understanding your vision from the start, we can create a website that aligns perfectly with your business objectives.
- 02

SITEMAP PLANNING

We carefully map out the structure of your website to create a logical, user-friendly experience. This ensures visitors can easily navigate your site, find key information, and engage with your business effectively, helping to turn casual browsers into loyal customers.
- 03

COPYWRITING GUIDANCE

Writing website content can be challenging, so we provide guidance and tips to help you craft clear, persuasive, and on-brand copy. We'll also assist with wording, phrasing, and content structure to ensure your messaging flows smoothly, resonates with your audience, and strengthens your online presence.
- 04

STOCK IMAGES

Your website will include 5 high-quality, professional stock images that enhance your design and visually communicate your brand story. These images are carefully selected to complement your content and create an appealing, polished look.
- 05

1 ROUND OF REVISIONS

One round of revisions is included to refine your website and ensure it aligns with your vision. Any additional revisions can be accommodated for a small additional fee, giving you flexibility while keeping the project on track.

PACKAGE 01

starter

PACKAGE 01

CONTINUED

- 06

FULLY RESPONSIVE DESIGN

Your website will look and perform beautifully on any device, including mobile phones, tablets, and desktops. This ensures your visitors have a positive experience no matter how they access your site.
- 07

BASIC SEO SETUP

Essential SEO is included in all packages, covering page titles, meta descriptions, and image alt tags. This helps search engines discover your website, improves visibility, and gives your business a stronger chance of being found online by potential customers.
- 08

CONTACT FORM INTEGRATION

A fully functional contact form is included to make it easy for visitors to reach out to you. This ensures you never miss an inquiry and helps you connect with your audience effortlessly.
- 09

SSL CERTIFICATE SETUP

We'll set up SSL to ensure your site is secure, this essential technology encrypts the connection between your website and its visitors, keeping all data private and protected for a safer, more trustworthy experience.
- 10

LAUNCH SUPPORT

We make sure your website goes live smoothly and functions perfectly from day one. This includes checking all pages, forms, and features to ensure your visitors have a seamless experience.

PACKAGE 02

business

PACKAGE 02

Our Business Website Package goes beyond the basics, providing growing businesses with everything they need to create a high-performing, future-ready website.

Designed to strengthen your online presence and engage your audience, this package gives you the tools, guidance, and functionality to showcase your services, generate leads, and build a website that grows with your business. With strategic planning, content support, and key integrations included, you're not just launching a website, you're investing in a professional online platform that drives results and sets your business up for long-term success.

PLATFORM: WordPress - Choosing us means choosing WordPress, the better option for your website. With powerful functionality, SEO-friendly structure, mobile responsiveness, and seamless scalability, your site will perform at its best and grow with your business.

PAGES: 5 – 10

TIMEFRAME: 4 – 8 weeks

INVESTMENT: from \$6,000



WHAT'S INCLUDED

- 01

PROJECT KICK-OFF & DISCOVERY QUESTIONNAIRE

We begin by learning about your business, goals, and target audience to ensure your website reflects your brand's unique identity and purpose. This step sets the foundation for a website that aligns with your vision and delivers a meaningful online experience for your visitors.
- 02

SITEMAP PLANNING

We design a clear and intuitive site structure that guides visitors through your content effortlessly. This planning ensures key information is easy to find, helps improve user experience, and supports your business objectives by directing visitors to the actions that matter most.
- 03

COPYWRITING GUIDANCE

We provide support with wording, phrasing, and content structure to help you craft clear, persuasive, and on-brand messaging. This ensures your website communicates effectively, resonates with your audience, and strengthens your online presence.
- 04

STOCK IMAGES

Includes 10 high-quality, professional stock images carefully selected to complement your content, enhance your design, and visually communicate your brand story.
- 05

1 ROUND OF REVISIONS

One round of revisions is included to refine your website and make sure it aligns perfectly with your vision. Additional revisions can be accommodated for a small extra fee, offering flexibility while keeping your project on schedule.

business

PACKAGE 02

CONTINUED

- 06

FULLY RESPONSIVE DESIGN

Your website will perform beautifully on all devices, mobile, tablet, and desktop, ensuring a consistent and enjoyable experience for every visitor.
- 07

BASIC SEO SETUP

Essential SEO is included in all packages, covering page titles, meta descriptions, and image alt tags. This helps search engines discover your website, improves visibility, and gives your business a stronger chance of being found online by potential customers.
- 08

CONTACT FORM INTEGRATION

A fully functional contact form makes it easy for visitors to get in touch with you, helping you capture leads and connect with your audience effortlessly.
- 09

MAILING LIST INTEGRATION

Your website will be set up to integrate with your email marketing platform, making it easy to collect subscriber information and nurture leads directly from your website.
- 10

SOCIAL MEDIA INTEGRATION

Links and feeds from your social media accounts can be integrated into your site, helping to build engagement, increase reach, and maintain consistency across your online presence.

business

PACKAGE 02

CONTINUED

- 11

BLOG SETUP

We'll set up a blog on your website, allowing you to share news, updates, and insights. This feature not only engages visitors but also supports SEO efforts by regularly adding fresh, relevant content to your site.
- 12

SSL CERTIFICATE SETUP

We'll set up SSL to ensure your site is secure, this essential technology encrypts the connection between your website and its visitors, keeping all data private and protected for a safer, more trustworthy experience.
- 13

LAUNCH SUPPORT

We make sure your website goes live smoothly and functions perfectly from day one. This includes checking all pages, forms, and features to ensure your visitors have a seamless experience.
- 14

POST-LAUNCH TRAINING (1 HOUR)

After your website is live, we provide a one-hour training session to show you how to manage your content, update pages, and use key features, giving you confidence to maintain your website independently.

online store

PACKAGE 03

Our Online Store Package provides everything you need to start selling online with confidence.

Perfect for businesses ready to grow their e-commerce presence, this package combines professional design with powerful Shopify functionality, making it simple to manage products, track orders, and provide a seamless shopping experience for your customers. We focus on creating a store that reflects your brand, engages your audience, and supports your business as it scales.

PLATFORM: Shopify - Choosing us means choosing Shopify, the smarter option for your online store. With powerful e-commerce functionality, SEO-friendly structure, mobile responsiveness, and seamless scalability, your store will perform at its best, making it easy to manage and ready to grow with your business.

TIMEFRAME: 8 – 12 weeks

INVESTMENT: Contact us for a quote.



WHAT'S INCLUDED

- 01

PROJECT KICK-OFF & DISCOVERY QUESTIONNAIRE

We start by understanding your business, products, target audience, and goals. This ensures your online store is tailored to your brand and optimised to attract and convert customers.
- 02

SITEMAP PLANNING

We carefully structure your online store to create a clear and intuitive shopping experience. This ensures customers can easily navigate your site, find products, and complete purchases without friction.
- 03

CORE PAGES

Includes all essential pages for a fully functional online store: Home, Shop, Product pages, Cart/Checkout, About, Contact, and Policies. Each page is designed to provide a seamless user experience while clearly communicating your brand's story and offerings.
- 04

PRODUCT UPLOADS

We will upload your products directly to your website, including images, descriptions, pricing, and categories, ensuring your store is fully set up and ready to sell from day one.
- 05

COPYWRITING GUIDANCE

Receive support with product descriptions, page content, and messaging to ensure your copy is clear, persuasive, and on-brand. We also help with phrasing and content structure to enhance readability and conversion.

online store

PACKAGE 03

CONTINUED

- 06

STOCK IMAGES

High-quality, professional stock images are included (dependent on store size) to enhance product pages and overall site visuals, ensuring a polished and appealing online store.
- 07

1 ROUND OF REVISIONS

One round of revisions is included to refine your website and make sure it aligns perfectly with your vision. Additional revisions can be accommodated for a small extra fee, offering flexibility while keeping your project on schedule.
- 08

FULLY RESPONSIVE DESIGN

Your website will perform beautifully on all devices, mobile, tablet, and desktop, ensuring a consistent and enjoyable experience for every visitor.
- 09

BASIC SEO SETUP

Essential SEO is included in all packages, covering page titles, meta descriptions, and image alt tags. This helps search engines discover your website, improves visibility, and gives your business a stronger chance of being found online by potential customers.
- 10

CONTACT FORM INTEGRATION

A fully functional contact form makes it easy for visitors to get in touch with you, helping you capture leads and connect with your audience effortlessly.

online store

PACKAGE 03

CONTINUED

- 11

MAILING LIST INTEGRATION

Collect subscriber information and integrate with your email marketing platform to nurture leads and keep customers engaged.
- 12

SOCIAL MEDIA INTEGRATION

Links and feeds from your social media accounts can be added to your store, helping build engagement and maintain consistency across your online presence.
- 13

SSL CERTIFICATE SETUP

We'll set up SSL to ensure your site is secure, this essential technology encrypts the connection between your website and its visitors, keeping all data private and protected for a safer, more trustworthy experience.
- 14

LAUNCH SUPPORT

We make sure your website goes live smoothly and functions perfectly from day one. This includes checking all pages, forms, and features to ensure your visitors have a seamless experience.
- 15

POST-LAUNCH TRAINING (1 HOUR)

After your website is live, we provide a one-hour training session to show you how to manage your content, update pages, and use key features, giving you confidence to maintain your website independently.

addons

OPTIONAL EXTRAS

Sometimes a full-scale website isn't what you need, just those final flourishes that make your online presence feel complete.

That's where our web design addons come in. From custom landing pages and newsletter integrations to SEO enhancements and blog setup, these extras give you the freedom to tailor your website exactly how you want it. Choose the features that matter most and build a site that not only looks great but works hard for your business.

INVESTMENT: Contact us for a quote.

01	COPYWRITING
02	ADVANCED SEO
03	ONGOING WEBSITE MAINTENANCE & UPDATES
04	WEBSITE HOSTING & DOMAIN SETUP
05	ADDITIONAL E-COMMERCE PRODUCT UPLOADS
06	BLOG SETUP & MANAGEMENT
07	SOCIAL MEDIA INTEGRATION & FEEDS
08	EMAIL MARKETING INTEGRATION
09	CUSTOM FORMS & LEADS CAPTURE
10	PERFORMANCE OPTIMISATION
11	CUSTOM ANALYTICS & REPORTING
12	MULTILINGUAL SETUP
13	WEBSITE REDESIGN / REFRESH
14	MEMBERSHIP / SUBSCRIPTION FEATURES

NEXT STEPS

NEXT STEPS

01.

GET IN TOUCH

Book a free discovery chat so we can learn more about your business, website needs, and goals.

02.

COMPLETE OUR QUESTIONNAIRE

Fill out our detailed website questionnaire to give us the insights we need to design with purpose.

03.

PROPOSAL & AGREEMENT

We'll prepare a tailored proposal and contract for your review.

04.

SECURE YOUR PROJECT

Sign the contract and pay 50% deposit to lock in your project start date.

05.

CREATIVE KICKOFF

We begin the website design process, mapping your site structure, researching, and creating design concept.

06.

COLLABORATION & REFINEMENT

You'll review designs, share feedback, and we'll refine until your website is exactly how you envisioned.

07.

FINAL DELIVERY

Once the balance is paid, we'll launch your new website and provide support to ensure everything runs smoothly.

THANK YOU

THANK YOU

You've explored our Website Design Packages, now it's time to bring your online vision to life. At Indigo Peak, we make the process simple, collaborative, and enjoyable. Whether you're launching a brand-new site or refreshing your current one, our team is here to guide you every step of the way.

Let's create a website that reflects your brand, connects with your audience, and helps your business grow. Contact Indigo Peak today and take the first step toward a website you'll be proud to share.

Jennifer

Designer | Founder