



Strategic Website Builds

A credible, working presence — built to hold up, not just to launch.

OVERVIEW

A Strategic Website Build is the foundational digital presence for a business that needs to be taken seriously online — not a template thrown together in an afternoon, but a site built on real information architecture, real copy, and real technical groundwork. We treat the website as infrastructure: something that keeps working long after the invoice is paid, not a one-time deliverable. The approach is scope-matched delivery — a five-page site for a solo operator gets the same care as a data-driven build for a multi-location company, just less of it. Every build ships with the technical basics in place — mobile responsiveness, working forms, analytics — so the site is measurable from day one.

WHY THIS MATTERS

A dated, slow, or difficult-to-use website can make it harder for a referred prospect to verify the business, understand the offer, or take the next step. Without working inquiry capture and analytics, the business also has little evidence about where interest is being lost or what should improve next.

WHAT'S INCLUDED — BY TIER

■ Starter

A founder or small operator who needs a credible first presence live, fast.

A right-sized footprint. Up to five pages, mobile-responsive from the start.

Built to capture and measure inquiries. A working contact/lead capture form, basic on-page SEO, and a Google Analytics install — so customer interest has a clear path and can be measured.

One clean pass. One round of revisions, plus hosting & domain setup guidance.

■ ■ Growth

A business with multiple service lines and real proof to show off.

More room to say more. Up to ten pages with a custom copywriting pass for each service line.

Multiple ways in. Several lead capture forms, analytics + conversion tracking, and sourced imagery so the site doesn't lean on stock.

Consistency & refinement. A basic brand style guide, two rounds of revisions, and a blog/case-study template.

■ ■ ■ Custom

A build that needs real data behind it — maps, filters, dashboards.

Unlimited & CMS-driven. Unlimited pages, with custom data integration like maps, filters, or dashboards.

Built to move. Advanced interactions and animation, staged in a review environment first.

Documented & supported. Full brand system docs, 3+ revision rounds, a training/handoff session, and a 30-day post-launch support window.

WHAT'S NOT INCLUDED

- Ongoing content writing or blog authorship after launch.
- Paid ad spend or campaign management.
- Software, hosting, or CMS subscription costs — accounts and billing stay in the client's name.
- Data migration beyond a reasonable starting set of content.
- Legal review of site copy, terms, or privacy language.

Final scope, exclusions, responsibilities, and third-party costs are confirmed in the written proposal for each engagement.

HOW IT WORKS

01

Map

We map the site's real purpose: who needs to find it, what they need to do once there, and what proof has to appear for that action to happen. This becomes the sitemap and content plan.

02

Design

The map becomes a working layout, grounded in the brand palette and type, built mobile-first. Wireframes and visual direction are reviewed before any page is built.

03

Build

The approved design is built page by page, wired to forms and analytics — and, at Custom tier, the data integrations the plan called for — then tested across devices.

04

Operate

The site launches with the handoff the tier includes — from setup guidance at Starter to a training session and support window at Custom — so it's the client's to run.

WHO THIS IS FOR

Businesses that need a credible, working presence and are ready to actually use what it captures.

NOT A FIT IF

You need daily content updates or ongoing marketing execution — that's a retainer relationship, not a build.