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Website Care & Digital Support

Pricing Guide for Companies, Nonprofits, Associations, and Event-Driven Teams

Clear scope. Same-day edits when possible. No surprise billing.

Most standard edits are completed the same business day when content, access, and approvals are ready. Larger work is scoped before it begins.

Standard Edits \$80/hr For website edits, content updates, troubleshooting, and support when scope may evolve.	Essential Care \$150/mo Includes up to 1 hour of support, basic SEO touchpoints, and a quarterly website health check.	Projects + Apps From \$40+ PDFs, logos, pages, app screens, MVPs, and larger builds are priced by scope.
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Core Rates

Service Type	Rate
Standard website and digital support	\$80/hour
Strategy, audit, planning, vendor coordination, or QA	\$95/hour
Priority, urgent, technical, or same-week escalation	\$110/hour
Minimum ad hoc engagement	\$150

Urgent work includes requests with less than 2 business days of notice, weekend work, production break/fix, deadline rescue, payment/platform/vendor troubleshooting, or work that displaces scheduled projects.

Meetings and calls

Short intro calls are complimentary up to 15 minutes. After an engagement begins, scheduled calls, virtual meetings, screen-share support, planning/review sessions, training, vendor calls, and substantive client-specific communication are billable at the applicable rate or count toward the monthly cap. Time is tracked in 15-minute increments; quick scheduling messages are not billed.

How Pricing Stays Clear

Written scope first Projects begin with agreed deliverables, timeline, payment structure, and access requirements.	Updates stay bounded Standard updates modify existing content or functionality; new layouts, content, integrations, or features are new work.
Feedback is consolidated Quoted work includes revision rounds, not unlimited piecemeal emails from separate reviewers.	Changes are approved Requests outside the approved scope are priced before work continues.

Monthly Website Care Packages

Monthly plans provide reserved access and a clear monthly cap. Time includes meetings, substantive emails, research, coordination, implementation, testing, and QA.

Package	Monthly Fee	Included Time	Best For	Overage
Essential Website Care	\$150	Up to 1 hr	Occasional updates and basic oversight for organizations that rarely need changes.	\$80/hr
Standard Website Care	\$500	Up to 5 hrs	Regular monthly website updates, routine content changes, PDFs, small fixes, and one 30-minute review call.	\$80/hr
Growth Website Support	\$900	Up to 10 hrs	Active campaigns, events, programs, frequent updates, coordination, and faster scheduling priority.	\$85/hr
Website Management Partner	\$1,500	Up to 18 hrs	Multiple sites, programs, departments, or outsourced website management.	\$85/hr

Unused monthly time does not roll over unless stated in the signed statement of work. Work above the monthly allowance requires written approval before continuing.

Package Details

Essential Light replacements, basic broken-link checks, title/meta/alt-text updates, email support, and quarterly health check.	Standard Everything in Essential plus routine content/image updates, PDF uploads, program updates, form testing, and mobile review.
Growth Everything in Standard plus campaign maintenance, vendor coordination, analytics review, deadline support, and two calls monthly.	Management Everything in Growth plus multi-site coordination, request management, launch QA, monthly planning, summaries, and recommendations.

Optional Monthly Add-Ons

Add-On	Monthly Price	Includes
Event & Campaign Support	+\$400	Up to 5 additional hours for ticketing updates, RSVP links/embeds, sponsor or speaker changes, event pages, and registration coordination.
Policy & Accessibility Support	+\$200-\$400 or annual quote	Published policy updates, accessibility statement updates, footer/policy-link maintenance, annual review, and attorney/compliance-provider coordination.
SEO & Content Support	+\$300-\$750	Metadata, alt-text, internal-link cleanup, Search Console review, client-provided article publishing, basic on-page optimization, and reporting.

Monthly plan rules Monthly plans include only the services listed in the selected package. New pages, redesigns, copywriting, policy drafting, custom functionality, integrations, app development, substantial troubleshooting, rush/weekend/emergency support, and work outside the listed package are quoted separately. Routine maintenance requests may include one correction round if the completed work does not match the written request; preference changes, new content, additional stakeholder feedback, or post-completion changes use monthly hours.

Project Pricing

Project Type	Typical Range	Usually Includes
Update sprint	\$200-\$500	Text, image, document, and formatting updates batched together.
New interior page	\$500-\$950	One page using the existing site style and provided content.
Landing/campaign page	\$900-\$2,000	Page structure, responsive build, basic form/link setup, and QA.
Event/RSVP/ticketing page	\$650-\$1,500	Event page, button/link/embed, basic testing, and platform coordination.
Technical/site audit	\$350-\$750	Access, domain, plugin, platform, UX, mobile, or launch-readiness review.
Website health check	\$450-\$750	Mobile review, SEO basics, speed review, broken links, security/plugin review, and recommendations.
Small website refresh	\$2,500-\$5,500	Light redesign/rebuild of an existing site, responsive QA, and launch support.
New small-business website	\$4,000-\$8,000	Core pages, responsive build, contact flow, basic SEO setup, and launch.
Association/multi-section rebuild	\$8,500-\$15,000+	Architecture, redesign/build, migration planning, integrations review, and launch QA.

Final pricing depends on page count, content readiness, platform complexity, integrations, approval process, and timeline.

Project Quote Factors

Content readiness Provided copy, images, PDFs, approvals, and page direction keep the quote tighter.	Platform complexity WordPress, Wix, Squarespace, custom code, plugins, hosting, and access can change effort.
Integrations Forms, email tools, events, payments, CRM, member systems, and tracking are scoped intentionally.	Timeline and approvals Rush timing, multiple reviewers, board feedback, and delayed responses affect schedule and price.

Written Scope Standards

Deliverables listed Pages, PDFs, forms, integrations, apps, and platform tasks are identified before work begins.	Approvals named A designated decision-maker helps keep feedback consolidated and revision rounds clear.
Costs separated Hosting, domains, subscriptions, plugins, stock assets, payment fees, and vendors stay separate from labor.	Changes approved Anything outside the approved scope is priced before the additional work starts.

App Design and Development

App work is priced separately from routine website support because it usually involves user flows, interface design, data structure, integrations, testing, and post-launch iteration.

App Service	Typical Range	Usually Includes
App discovery and scope plan	\$500-\$1,200	Feature list, user flows, technical notes, and phase-one MVP recommendation.
Wireframes or UX flow map	\$750-\$2,000	Key screens, navigation, user journey, and notes for build handoff.
Clickable prototype	\$1,500-\$4,000	Figma-style prototype for review, demo, or build planning.
App screen design	\$150-\$300/screen	Polished UI screen using approved brand direction.
Internal dashboard/simple portal	\$3,500-\$9,500	Login, dashboard, forms, admin/content workflow, and basic data views.
No-code or low-code MVP	\$2,500-\$7,500	Airtable/Sheets/CMS-backed workflow, forms, automations, and basic user experience.
Custom web app MVP	\$8,500-\$20,000+	React/Next-style web app, database, authentication, forms, dashboard, and launch.
Mobile app MVP	\$12,000-\$35,000+	Single-platform or cross-platform MVP, core screens, core workflow, and testing.
API/payment/AI add-on	\$1,500-\$7,500+	Third-party integration, payment flow, automation, or AI-supported feature.
Post-launch app support	\$300-\$1,500/mo	Monitoring, small fixes, light improvements, and update support.

App project rule

App design and development hourly work is typically billed at \$95-\$125/hour depending on complexity. App projects require a written scope before work begins. Hosting, subscriptions, app store fees, third-party APIs, compliance review, and ongoing support are separate unless listed.

Common App Cost Drivers

Accounts and access Login, permissions, member areas, admin roles, and password flows affect both build and testing time.	Data and workflows Forms, dashboards, uploads, automations, records, approvals, and exports add structure beyond visual design.
Integrations Payments, email, calendars, CRMs, maps, APIs, AI tools, and vendor platforms are scoped separately.	Launch responsibility Hosting, app-store submission, compliance review, monitoring, and post-launch support are separate unless listed.
Design detail High-fidelity UI, responsive states, edge cases, and handoff notes require more time than rough wireframes.	Testing needs Payments, user accounts, uploads, dashboards, and live data require extra QA before release.

Website Operations and Compliance Support

These services are commonly requested around the website and are quoted separately when they are not already included in a signed scope.

Website Operations Service	Typical Range
Website training, live or recorded	\$150-\$400/session
CMS content migration	\$300-\$2,000+
Blog or article posting	\$50-\$150/post
Analytics setup, GA4/Search Console/basic events	\$250-\$750
Monthly analytics report	\$100-\$300/mo
Website launch management	\$300-\$1,000
Image optimization or compression	\$100-\$400
Website backup or staging restore	\$150-\$500
Domain transfer assistance	\$150-\$400
Broken site recovery	Hourly or urgent rate
Third-party platform support	\$250-\$1,500+

Third-party support may include Eventbrite, Mailchimp, Constant Contact, HubSpot, Google Workspace, Squarespace, Wix, WordPress, Canva, Zapier, and similar tools connected to the website or client workflow.

Website Policies and Compliance Content	Typical Range
Accessibility statement development	\$250-\$600
Privacy policy customization	\$350-\$900
Cookie policy	\$200-\$500
Terms of use or website terms	\$350-\$900
Disclaimer or disclosure page	\$200-\$500
Policy package	\$900-\$2,000+
Policy implementation on website	\$150-\$500
Annual policy review/update	\$200-\$600

Important boundary

Policy-writing services are provided for general informational and website implementation purposes and do not constitute legal advice. Clients are responsible for legal review when required and for confirming that policies accurately reflect their business practices.

When These Are Separate From Website Edits

Strategy or audit work Recommendations, troubleshooting, analytics review, accessibility checks, and compliance research are professional services.	Content creation Writing, rewriting, policy customization, disclosure language, and new page content are not simple website updates.
Platform coordination Third-party tools can require login access, vendor support, testing, and follow-up outside the website itself.	Implementation tasks Adding pages, footer links, cookie banners, redirects, forms, tracking, and QA are priced separately from writing.

Add-Ons and Scope Boundaries

Common Add-On	Typical Range
Copy cleanup or content formatting	\$80/hour
Simple PDF update or formatting cleanup	\$40-\$60/page
Designed PDF, flyer, or handout	\$125 first page; \$75/additional page
Multi-page PDF/report layout	\$75-\$125/page
Add provided sponsor/member logo to site	\$40/logo; \$100 minimum
Logo cleanup, resizing, or export pack	\$75-\$200
Simple logo refresh	\$300-\$650
New logo starter package	\$650-\$1,500
Form setup or troubleshooting	\$200-\$650
Email platform or CRM coordination	\$300-\$1,250+
Domain, DNS, hosting, or launch troubleshooting	\$110/hour
Mobile/responsive cleanup	\$300-\$950
SEO basics for existing pages	\$300-\$1,200
Vendor/platform coordination	\$95/hour

Not included unless listed in the written scope

New features, copywriting, event-platform management, ecommerce, member portals, payment setup, automations, CRM/email-platform builds, data migration, custom applications, app store submission, professional photography, full brand identity systems, full SEO campaigns, hosting, domains, subscriptions, plugins, themes, stock assets, payment processing, and vendor fees.

Same-day edit policy

Most standard website edits are handled the same business day when requests are received during business hours and all content, links, files, and access are ready. Larger edits, new pages, PDF/logo work, technical troubleshooting, platform/vendor delays, and urgent after-hours requests may require a separate timeline or rush approval.

Standard website update

A standard website update modifies existing content or existing functionality, such as text swaps, provided image replacements, link updates, document swaps, or small refinements within the current site structure. New content, new layouts, information architecture changes, integrations, functionality, or policy/compliance content are quoted separately.

What Helps Me Quote Quickly

Clear deliverables List pages, PDFs, logos, integrations, forms, or platform tasks separately when possible.	Ready materials Send final copy, images, documents, brand files, account access, and any legal-approved language.
Decision-maker list Identify who approves the work so revision rounds do not restart with each new reviewer.	Deadline context Tell me whether the request is flexible, same-week, event-driven, or urgent before work begins.

Payment and Approval Terms

Engagement Size	Payment Structure
Under \$1,000	Due upfront or before delivery.
\$1,000-\$5,000	50% deposit, 50% before launch or final delivery.
\$5,000+	40% deposit, 30% midpoint, 30% before launch or final delivery.
Monthly support	Paid monthly in advance.
Urgent work	Written approval of urgent rate before work begins.

Revision Policy

Two revision rounds unless otherwise stated

A revision round is one consolidated list of requested changes submitted at one time after reviewing the completed work.

Revisions refine approved work: text corrections, provided image swaps, link updates, minor spacing/color/font changes, and small layout refinements. A minor revision generally takes about 30 minutes or less for one page.

New sections, pages, functionality, forms, PDFs, integrations, copywriting, major rewrites, new features, or changes after approval are additional work and quoted separately.

Please collect all stakeholder feedback before submitting revisions. Piecemeal requests or extra review cycles may count as additional rounds. Approval is final; revisiting approved work is new work unless correcting an implementation error.

How changes are handled

Additional requests are welcome, but work outside the approved scope is priced separately before it begins. A quick written change order or email approval keeps the budget and timeline clear. After included revision rounds are used, additional revisions are billed at the applicable hourly rate. Invoices default to Net 15 unless a signed statement of work says otherwise. Work may pause when an invoice is overdue.

Project Policy	Boundary
Client delays	Questions requiring feedback may delay timelines. Projects inactive more than 30 days may be rescheduled based on current availability.
Materials rights	Clients are responsible for rights to all text, images, logos, PDFs, videos, data, and other materials they provide.
Browser + bug window	Sites are tested in current major browsers. Bugs caused by delivered work and reported within 14 days are corrected at no charge.

Next Step

Send the goal, deadline, current website/platform, must-have deliverables, and any known access or vendor constraints. I will respond with the recommended pricing structure and a written scope for approval.

Do not see your project listed? Many requests are unique. I am happy to provide a custom quote based on your goals, timeline, and scope.