HC Web Labs

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SERVICES & PRICING GUIDE

Flat prices, posted up front. No "call for a quote."

Every project starts with a free consultation. A free website review is also available to anyone with an existing site, with or without a project. HC Web Labs' standard rate is **$60/hour** ($85/hour for priority scheduling). Every project is priced by scope — the actual pages, features, and work your project needs — and that price is fixed in writing in your Statement of Work before any work begins.

At a Glance

Service	Pricing	Notes
Launch Page	From $450	One page, within 1 week
Small Business Site	From $800	Up to 3 pages, 1–2 weeks
Studio Build	From $1,100	Up to 5 pages, 1–2 weeks
Store & Custom	From $2,150	E-commerce, booking, logins; quoted after scoping
Redesign & Existing-Environment Work	From $200	Scoped from a review of the existing site
Migration & Rescue	$450	Recover your domain, hosting, and files
Debugging & Optimization	$60/hr ($85/hr priority)	One-hour minimum
Ongoing Care (Webmaster)	$99 per month	One plan, month to month

About These Prices

All rates, hours, prices, and timelines in this guide are estimates and are subject to the scope of work, which is individualized to each project. Nothing here is a fixed package. Projects are priced by scope — the pages, features, and complexity your project genuinely needs — using the estimated itemized rates further down. The figures below show what a typical project of each size comes to, so you can see roughly where you'd land before we ever talk.

Your actual price is built from the itemized list, quoted flat wherever possible, and fixed in writing in your Statement of Work before any work begins. The price agreed there is the price you pay — it does not move if the work takes me longer than expected.

Timelines assume materials, access, and feedback arrive when requested. Prices are current as of the date of this guide and may be revised for new projects.

What You Own

This applies to every engagement, without exception:

- Your domain is registered in your name.
- Your hosting account is in your name, paid by you.
- All source files are delivered to you at completion.
- If you stop working with HC Web Labs, you keep everything, and any developer can continue from it.
- No monthly rental fee for software you never own.

Website Builds

Launch Page — from $450. A single, well-built page for a business that needs to exist online. Up to four sections, a working contact form, click-to-call and directions, and one round of changes.

Small Business Site — from $800. The starting point for trades, shops, restaurants, and service businesses. Up to three pages, spam-protected forms, and two rounds of changes. Most businesses add a page or two — a five-page site typically comes to about $1,070.

Studio Build — from $1,100. For businesses with real depth — service areas, staff, menus, or listings. Up to five pages, schema markup for local search, a written accessibility and speed report, three rounds of changes, and 30 days of post-launch support. Editable content areas can be added from the itemized list.

Store & Custom — from $2,150. Selling online, taking bookings, or anything needing a database behind it. A fixed quote is issued before any work begins.

Redesign & Existing-Environment Work — from $200

For clients who already have a site, hosting account, or platform — WordPress, Squarespace, hand-coded, or anything else. Redesigns are scoped from a review of the existing site, which identifies what's working, what needs attention, and defines the final scope and price before anything is signed.

Small refreshes start at $200 — restyling a page, updating a layout, or bringing one section up to current standards. Larger redesigns are priced from the itemized list according to what the site actually needs, and a full multi-page rebuild is priced like a new build of the same size.

Migration & Rescue — $450

For businesses locked out of their own website. Recovery of your domain registration, transfer of hosting into your own account, retrieval of your content and files, and handover of every credential. You end up owning what you thought you already owned.

Debugging & Optimization — $60/hour

For a specific issue that needs diagnosing and fixing rather than a full redesign. Billed hourly at $60/hour ($85/hour for priority requests), with a one-hour minimum. Retesting and verification are included in the billed time, never charged separately. An itemized time-and-cost estimate is available on request before work begins.

Two Things That Are Free

Free consultation. The first step of every project. We talk through what your business needs and what the site has to do, and you leave knowing the scope, the price, and the timeline. No cost, no obligation, and it applies whether or not you have had a website review.

Free website review. A measured report on a site you already have — load speed, mobile problems, accessibility, and security risks, with what I would fix first. Open to anyone. It commits you to nothing, and no project is required. If you decide you want one afterwards, the consultation is still free.

Included in Every Build — Never an Extra

These are part of the base price on every build, at every tier, and are never charged as extras. Page count and revision rounds vary by tier and are listed with each build above.

- Discovery call and consultation.
- Custom design — no purchased template.
- Mobile-first, responsive layout across all standard breakpoints.
- WCAG 2.2 Level AA accessibility conformance.
- Security hardening consistent with the OWASP Top 10.
- Performance optimization.
- Cross-browser and operating-system testing with fallback support.
- Working contact form with spam protection.
- Search and social preview setup.
- Launch, deployment, and handover of all files.
- Domain and hosting registered and held in your name.
- A 7–14 day post-launch warranty with complimentary minor edits.

Estimated Itemized Rates

All rates and hours below are estimates and are subject to the scope of work, which is individualized to each project. Every project is built from this list, quoted flat wherever possible at $60/hour, and your actual figures are fixed in your Statement of Work before any work begins. Anything not listed here is quoted after a free review.

Item	Typical hours	Price
Discovery call and consultation	1	Included
Statement of Work and project setup	1	Included
Home page — design and build	5	$300
Additional page — design and build	3	$180
Contact form with spam protection	1.5	Included
Additional or custom form	2	$120
Photo or project gallery	3	$180
Blog or news section	6	$360
Editable content areas you manage yourself	5	$300
Booking or scheduling system	10+	From $600
Member login or customer accounts	12+	From $720

Item	Typical hours	Price
Online store / e-commerce	36+	From $2,160
Third-party integration (CRM, POS, mailing list)	6+	From $360
Email newsletter signup and list connection	2	$120
Content migration from an existing site	4+	From $240
Revision round	2.5	$150
Page copywriting, written from an interview	2.5	$150 per page
Logo and brand mini-kit	10	$600
Photo sourcing and editing	3	$180
Google Business Profile setup	1.5	$90
Local search setup (schema, listings)	6.5	$390
Extended legacy browser or device support	3.5	$210
Security hardening pass	8	From $480
Speed and Core Web Vitals tune-up	7.5	From $450
Accessibility & compliance pass	3.5+	From $210
Accessibility, security, performance, QA, launch	6–10	Included
Priority scheduling	—	+44% of quoted price

Items marked Included are part of every build at no separate charge — they are how the work gets done properly, not extras. Anything billed by the hour is charged at $60/hour ($85/hour priority), with a one-hour minimum and written approval before work begins.

Accessibility & Compliance

Accessibility & Compliance Pass — from $210. A review of your site against WCAG 2.2 Level AA, delivered with a prioritized list of what needs fixing and what it would take to fix it. $210 covers a small site of a few pages; larger sites and sites needing remediation work scale from there, quoted flat after a free review.

Accessibility Conformance Report (ACR) — from $2,250. A separate, formal deliverable: a full criterion-by-criterion evaluation of every applicable WCAG 2.2 Level A and AA success criterion, reported in the standard industry format used for procurement and legal review. Prepared for public entities, schools, healthcare organizations, and any organization with a documented compliance obligation. Remediation work is quoted separately.

Under the U.S. Department of Justice's ADA Title II rule, state and local government entities must meet WCAG 2.1 Level AA for their web content and mobile apps — by April 26, 2027 for entities serving 50,000 or more people, and by April 26, 2028 for smaller entities and special district governments. Conformance to WCAG 2.2 satisfies that standard. If your organization has that obligation, the ACR is the document that demonstrates where you stand.

Ongoing Care (Webmaster Services)

One plan, $99 per month. Month to month, no annual contract, cancel with 30 days' notice. Available whether or not HC Web Labs built your site.

- Uptime and certificate monitoring.
- Monthly QA check — broken links, uptime, and a load-time spot check.
- Monthly backups, retained 30 days.
- Security patches and platform updates applied.
- 30 minutes of minor content updates each month.

Minor updates are text and copy changes, image swaps, small styling adjustments, broken-link fixes, and business-information updates. Unused time does not roll over. Work beyond the monthly allotment is billed at $60/hour with written approval first, or quoted flat for anything larger.

Turnaround Time

Timelines below assume materials, access, and feedback arrive when requested. Your Statement of Work includes a timeline estimate built around your specific project.

Build	Standard delivery	Priority delivery	Priority price
Launch Page	Within 1 week	2 business days	From $650
Small Business Site	1–2 weeks	1 week	From $1,155
Studio Build	1–2 weeks	1 week	From $1,590
Store & Custom	Quoted after scoping	By arrangement	From $3,105
Debugging & Optimization	Same or next day	—	$85/hr

Priority scheduling moves your project to the front of the queue and adds 44% to the quoted price. It is available on any build, subject to current capacity, and is confirmed in your Statement of Work before work begins.

The delivery times above are estimates and are subject to the scope of work, which is individualized to each project. They assume timely responses from you. A larger or more complex project takes longer, and your Statement of Work will say so before you sign it.

Payment & Terms

- Fixed-fee projects: 50% at kickoff, 25% at design or scope approval, 25% at launch.
- Hourly work: invoiced on completion, Net 7.
- Payment plans are available on builds over $800.
- All invoices are sent via Wave — no account needed; pay by card, ACH, or PayPal.
- Rates and full terms are confirmed in a written Statement of Work before any work begins.
- Registered nonprofits, churches, and city or county offices receive 15% off any build.

All rates and hours in this guide are estimates and are subject to the scope of work, which is individualized to each project. Final pricing and timelines are set in your Statement of Work.