

Managed Website Plans

Zenzi Exec
Zen Solutions A to Z

structiv

A professionally designed website for your business, built for you, hosted for you and maintained for you — for a one-time setup fee and a small monthly subscription. No large upfront invoice. No contract lock-in. No surprise bills when you need a change.

How It Works

1. You pay the setup fee	We book a 30-minute intake call, gather your services, service area, photos and reviews, and write all of your website copy for you. You do not write anything.
2. We build and launch	Your site is designed, built, tested and connected to your domain. Typical launch is 3-6 days from the intake call. You review a preview link before anything goes live.
3. We maintain it	Your monthly subscription covers hosting, security, backups, uptime monitoring and your monthly allowance of content changes. You tell us; we make the change.

Plan Comparison

	ESSENTIAL	GROWTH	AUTHORITY
Setup fee (one time)	\$250	\$320	\$400
Monthly subscription	\$30/mo	\$35/mo	\$40/mo
Best for	<i>Most businesses. One location, a clear service list, phone and form enquiries.</i>	<i>Businesses publishing content, taking bookings, or serving several towns.</i>	<i>Multi-location or multi-service operators competing hard in local search.</i>
Website Size & Design			
Pages included at build	Up to 5	Up to 12	Up to 25
Custom design for your brand	Included	Included	Included
Professional copywriting	All pages	All pages	All pages
Mobile, tablet & desktop layouts	Included	Included	Included
Logo placement & brand colour setup	Included	Included	Included
Stock imagery library for your trade	Included	Included	Included
Annual design refresh	Included	Included	Included
Getting Enquiries			
Contact / quote forms	1 form, up to 8 fields	Up to 3 forms, multi-step	Unlimited forms, file upload
Form spam protection	Included	Included	Included
Enquiries delivered to email	Included	Included	Included
Enquiries also to SMS / Sheet / CRM	—	Included	Included
Click-to-call, click-to-map, hours	Included	Included	Included
WhatsApp / chat button	—	Included	Included
Online booking / calendar embed	—	Included	Included
Newsletter signup integration	—	Included	Included
Downloadable brochure / price list	—	—	Included
Content			
Photo gallery	Up to 20 images	Up to 60, filterable	Unlimited, filterable
Before & after slider	—	Included	Included
Embedded video	1	Up to 5	Unlimited
Blog / news section	—	Included	Included

	ESSENTIAL	GROWTH	AUTHORITY
Blog posts published per month (you supply the words, we format, image and publish)	—	2 per month	4 per month
Testimonials / case study section	Basic list	Styled section	Full case studies
Team / staff section	—	Included	Included
FAQ section with schema markup	—	Included	Included
Being Found Locally			
On-page SEO: titles, descriptions, headings	Included	Included	Included
Local business schema markup	Included	Included	Included
Sitemap & Google Search Console setup	Included	Included	Included
Google Business Profile linked to site	Included	Included	Included
Live Google reviews widget	—	Included	Included
Service × city landing pages	—	Up to 4	Up to 12
Multi-location support	—	2 locations	Up to 5 locations
Hosting, Security & Performance			
Fast static hosting on a global network	Included	Included	Included
SSL certificate (padlock) & renewals	Included	Included	Included
Unlimited traffic — no bandwidth bills	Included	Included	Included
Daily backups & instant rollback	Included	Included	Included
Uptime & form-delivery monitoring	Included	Included	Included
Accessibility build standard (WCAG 2.1 AA)	Included	Included	Included
No plugins, no updates, nothing to break	Included	Included	Included
Ongoing Service			
Content revisions per month	3	6	10
Revision turnaround	3 business days	2 business days	1 business day
Fixing our own errors	Free, always	Free, always	Free, always
New pages included after launch	—	1 per year	1 per quarter
Traffic & enquiry reporting	—	Monthly email	Monthly + quarterly call
Proactive content refresh by us	Annual	Every 6 months	Quarterly
Support channel	Email + phone	Email + phone	Email + phone, priority

What "Revisions" Means

Your monthly subscription includes a set number of content revisions. We define this precisely so there is never an argument about it, and so you always know exactly what you are entitled to.

A revision is a change to existing content or settings on an existing page, taking up to 20 minutes of our time. Send everything you need in one email and we will treat it as one revision wherever the work fits inside that window.

Counts as an included revision	Quoted separately at \$25/hour
• Editing text, headlines or service descriptions • Updating displayed prices or package details • Adding, swapping or removing photos and videos • Changing hours, phone, email, address or service area • Adding or removing a team member, testimonial or service in an existing section • Adding, changing or removing links, including social profiles • Swapping a banner or seasonal promotion • Updating license or insurance numbers • Publishing a blog post you supplied (Growth and Authority; does not use your revision allowance)	• A brand-new page that does not already exist on your site • Booking, payment or e-commerce functionality • Calculators, quote tools or interactive features • Customer logins or any password-protected area • Connecting your site to a CRM or field-service software • A full visual redesign outside your annual refresh • Writing copy for a new service line or division • Moving content in from another platform • Anything that takes materially more than 20 minutes

The rules, plainly stated

- **Correcting our mistakes is always free** and never uses your allowance.
- **Unused revisions do not roll over** into the following month.
- **Going over your allowance is fine.** Extra revisions are billed at \$25 per hour, in 15-minute increments, or you can move up a tier — whichever costs you less. We will tell you which one it is.
- **Nothing chargeable happens without your approval.** We send you an estimated time and cost, and we do not start until you say yes in writing.
- **Every request is logged and timestamped**, so your allowance and our turnaround are both auditable by you at any time.

Additional Work — \$25 per hour

Anything outside your plan is charged at a flat **\$25 per hour**, billed in 15-minute increments, quoted and approved before work begins. There is no premium rate, no rush fee and no minimum retainer. The table below is a guide to typical jobs so you can budget before you ask.

Typical request	Typical time	Typical cost
Additional page — design, copy and build	3–4 hours	\$75 – \$100
Service × city landing page	2–3 hours	\$50 – \$75
Blog post written by us, researched and SEO'd	2 hours	\$50
Blog post publishing beyond your monthly allowance	30 minutes	\$12.50
New form or significant rebuild of an existing form	1–2 hours	\$25 – \$50
Booking or scheduling system integration	2–3 hours	\$50 – \$75
Online payment or e-commerce setup	5–8 hours	\$125 – \$200
Spanish version of an existing page	1 hour per page	\$25 per page
Bulk photo editing and optimisation (per 25 images)	1 hour	\$25
Migrating content from an old website	3–6 hours	\$75 – \$150
Full redesign outside the annual refresh	Quoted	Quoted

Estimates are given in good faith. If a job runs over the estimate through no fault of yours, you pay the estimate, not the overrun.

Optional Monthly Add-Ons

Add-on	Setup	Monthly
Extra revision block — 2 additional hours per month	—	\$45/mo
Google Business Profile management — posts, photos, Q&A	\$75	\$49/mo
Review generation — automated review requests to your customers	\$75	\$59/mo
Blog content written by us — 2 posts per month	—	\$89/mo
Spanish-language version of your site — ongoing upkeep	Per page, hourly	\$15/mo
Additional location added to an existing plan	\$60	\$8/mo
Professional photography (US, subcontracted)	At cost + 20%	—

Billing, Terms & Your Rights

Paying

- The setup fee is charged once, when you start. It covers design, copywriting, build, testing and launch.
- Your first monthly payment is taken on the day your site goes live, and on the same date each month after that.
- **Pay 12 months in advance and get 2 months free** — Essential \$300/year, Growth \$350/year, Authority \$400/year, instead of 12 monthly payments.
- All prices are in US dollars and exclude any applicable taxes.

Changing plans

- **Upgrade at any time.** You pay the difference in setup fee between your current tier and the new one, plus the new monthly rate from your next billing date.
- **Downgrade with 30 days' notice.** Pages and features above the lower tier's limits are retained but frozen — we will not remove your content.

Cancelling

- **No contract, no minimum term, no exit penalty.** Thirty days' written notice by email and we confirm your final billing date within two business days.
- **30-day satisfaction guarantee.** If you are not happy within 30 days of launch, cancel and your first monthly payment is refunded in full.
- **Setup fee refunds:** 100% before your intake call; 50% after the intake call but before we send your first preview link; non-refundable once the preview link is issued, because the work has been done.

What is yours, always

- Your **domain name** — registered in your name wherever possible.
- All **content and photographs** you supply, and all **copy we write** for you.
- Every **enquiry and form submission** your site has ever received, exportable on request at any time.
- Your **Google Business Profile** and your **analytics account** — we hold manager access only, never ownership.
- On cancellation, a **complete copy of your finished website as files, free of charge**, which you may host anywhere. Transfer of the underlying source repository is available for a one-time \$300 fee.

We will never hold your domain, your website content or your customer enquiries hostage — not in a dispute, not over an unpaid invoice, not ever. This is policy, not negotiation.

What we ask of you

- Send change requests to our support email address, not to a personal phone or WhatsApp — it is the only way we can guarantee nothing is lost and turnaround times are met.
- Confirm that photos, logos and text you send us are lawfully yours to use.
- Keep a valid payment method on file, and tell us promptly if your hours, phone number, licence or service area change.

Our commitments to you

- **99.9% uptime**, measured monthly, excluding maintenance notified in advance.
- **Support enquiries acknowledged within one business day.**
- If your site is down for more than 8 consecutive hours through our fault, or we miss your turnaround three or more times in one month, **you get that month free on request.**

Common Questions

Why is the monthly fee so low compared to other agencies?

Because we build your site as a static website rather than on WordPress. There is no database, no plugins and no patching, so there is almost nothing to maintain and our hosting cost is close to zero. We pass that structural saving on rather than pretending it does not exist.

Does a static site limit what my website can do?

For a local service business, no. It makes it faster, safer and far more reliable. Where genuinely dynamic functionality is needed — booking, payments, live chat — we connect a proven third-party service rather than build and maintain a server, which is both cheaper for you and more robust.

Which plan should I choose?

Essential fits the large majority of businesses and is a complete, professional website — not a stripped-down version of something better. Choose Growth if you want to publish content regularly, take bookings online, or you serve more than one town. Choose Authority if you have several locations or service lines and you are competing seriously in local search.

What if I only need something once in a while?

That is what the \$25 hourly rate is for. You are never obliged to upgrade. If a one-off job is cheaper as hourly work than as a tier upgrade, we will tell you so.

How long until my site is live?

Typically 3 to 6 days from your intake call. The one thing that slows this down is waiting on your photographs, which is why we launch with licensed stock imagery for your trade and swap in your own photos as you send them. Your launch is never blocked waiting on a picture.

Prices are quoted in US dollars and are valid for 30 days from the date of issue. This document is a summary of our commercial terms for the purpose of choosing a plan. The full Client Service Agreement, including the complete scope definitions, refund policy, service levels and ownership terms, is provided before any payment is taken and prevails in the event of any inconsistency with this summary.