



Websites for **local** shops

Every price is published. Start with what you need now and grow into more; nothing you start with gets thrown away.

NEW SITES **Pick a starting point**

START HERE

No. 1

One Page
\$1,500

Founding clients **\$1,275**

- Hours, map and an "open today" note
- Your story, photos and social links
- One list you keep up yourself: events, menu or specials
- Google Business Profile cleanup
- Set up on your own domain

Paid in full on signing.

ROOM TO GROW

No. 2

Shop Site
\$2,000 UP TO 3 PAGES

Founding clients **\$1,700**

- Everything in One Page
- Two more pages, e.g. menu, classes, about
- A shareable page for every event, with past events archived
- An inquiry or custom-order form

Paid in full on signing.

SOMETHING MORE

No. 3

Custom
from \$3,000

Want custom features or software on your site that you don't see here? Tell me what you want to build.

- Ordering, booking, memberships, more pages

50% to start, 50% at launch.

TRANSFER Move up within 12 months of launch and your current package counts at its full price toward the bigger one. You pay only the difference, and founding savings stay yours.

MONTHLY **Shop Plan**

\$75 PER MONTH

- Hosting, SSL, backups, security updates and uptime monitoring
- Update your list, hours and photos yourself, anytime
- One change a month by me; more for \$40 each
- One request form, done in 2 business days
- Local support, not a chatbot; visits billed at my hourly rate
- Month to month, cancel with 30 days' notice

ADD-ONS **Whenever you want**

Gift cards	\$150
Through the card reader you already use	
Custom-order form & gallery	\$250
Included with a Shop Site	
Newsletter signup	\$100
Connected to your own Mailchimp or similar	
Other work	\$150/hr
Quoted up front	

ALREADY HAVE A SITE? **Tune-up**

\$300-450 FLAT, FOR QUALIFYING SITES

Fixes for menus, page titles, typos, hours and Google basics, made inside the platform you already use (Wix, Squarespace, Shopify). No rebuild.

Includes a Google Business Profile cleanup. I take a free look first; if a site needs more than a tune-up, I'll quote a rebuild instead.

LATER **Selling online**

When it makes sense, I connect Square Online or a Shopify "Buy" button to your site, or build a full store as custom work.

15% off

FOUNDING CLIENTS · FIRST THREE SITES

Your site's build price is 15% off: \$1,275 for One Page, \$1,700 for a Shop Site. The discount shows as a line on your invoice. In return, I can show your site in my portfolio and write up your project as a case study.

Sean Parker · Old York Digital LLC

WEBSITES FOR LOCAL BUSINESSES

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You own your domain, content and code, and can leave anytime with everything handed over. You get a written, fixed price before any work begins. Prices as of October 2026.

