

A website that fits how your business works.

Start with what customers need to do, then identify the tools your staff need behind the scenes.

Package / investment	A likely fit	Main job of the website
Launch C\$995	Solo operator or small team	One offer, one focused page, a clear enquiry route.
Business C\$2,750	Small service business	Explain services and show real work across up to five pages.
Growth C\$5,950	Small or growing team	Up to 12 pages, subscriber welcome emails and reporting setup.
Corporate C\$12,950	Established or multi-location organisation	Up to 25 pages, two agreed standard connections and team handover.
Enterprise custom	Any size with complex workflows	Paid discovery for a complex website or operational system. Build quoted separately.

Company size is a guide, not a pricing rule. Choose by the pages, audiences and workflows you need. A small company can need a custom portal; a large company can need a simple public website.

Public website

Your services, evidence and enquiry routes. The core of Launch through Corporate.

Connected tools

Agreed connections to existing booking, email or customer tools. Provider costs are separate.

Working systems

Private access, staff tasks and customer workflows. Begin with Enterprise discovery.

All prices are CAD. Examples in this guide are illustrative, not completed client projects. Your proposal confirms the final scope and investment.

Help a customer understand you and enquire.

These packages suit a clear public presence. They give your existing sales process a useful starting point.

Launch

C\$995

An owner-operated business, independent professional or small team with one main offer and a straightforward enquiry process.

Included: One page, up to five sections, responsive design, enquiry form, domain connection, search metadata, supplied-copy editing, one revision round and 30-day defect support.

Example: an independent consultant. One page introduces the consultant, explains the offer, presents approved evidence of their work and invites a consultation enquiry. The consultant handles the conversation after it arrives.

Example page plan: One page: introduction, offer, about, approved work or evidence, contact. Up to five sections in total.

For your team: Your team receives enquiries through the agreed route and follows up using its existing tools. A staff login, internal messaging, job allocation or client workspace needs a separate scope.

Business

C\$2,750

A small service company or established independent business whose customers need to explore several services and examples before enquiring.

Included: Up to five pages, service and project content, the Launch foundations, GA4, Search Console and enquiry-action tracking. Two revision rounds and 30-day defect support.

Example: a renovation company. A homeowner explores the services, reviews completed projects and sends a project enquiry. Your team receives the enquiry and manages estimates, scheduling and job delivery in its existing process.

Example page plan: Home, Services, Our Work, About and Contact. These are five example pages; the agreed mix can change within the limit.

For your team: The package presents your services and measures agreed enquiry actions. Quoting software, staff scheduling, job tracking, payroll and private client access are separately scoped. A supported booking connection is an optional addition.

A sensible upgrade: use Business when several services need their own space. Use Growth when you also need more pages and a welcome sequence for subscribers. Booking and analytics additions are listed on page 6.

Connect your customer journey.

For several services, more locations and agreed customer tools.

Growth

C\$5,950

A small or growing company with several offers, audiences or programmes and a reason to keep in touch with people who subscribe.

Included: Up to 12 pages, Business foundations, one Mailchimp audience, signup form and template, one welcome flow of up to three emails, reporting-dashboard setup and two revision rounds.

Example: a training and consulting business. A visitor explores a relevant service, chooses to subscribe and receives an approved welcome sequence before returning to enquire. Your team maintains the subscriber content and handles the resulting conversations.

Example page plan: Home, About, Team, Contact, five service pages, two audience landing pages and one resources page: 12 pages in this example.

For your team: The reporting dashboard measures agreed website and email activity; it is not a staff operations dashboard. Staff accounts, course delivery, customer logins and job management need their own scope. Recurring campaigns and search work are separate.

Corporate

C\$12,950

An established organisation with several services, locations or stakeholders that needs a larger public website and connections to existing business tools.

Included: Up to 25 pages, Growth foundations, content strategy, up to two agreed standard integrations, two email flows with up to six emails total, accessibility/content review, handover, team training and three revision rounds.

Example: a service company with three locations. Customers choose a location, find the right service and enquire. A supported booking tool and customer-record connection could be the two included integrations, if agreed and verified for fit before the build.

Example page plan: Home, About, Team, Contact, service and location pages, case studies, FAQ, Resources and Careers, within 25 pages. Candidate accounts and application tracking are separate.

For your team: Your staff receive documented guidance and training for the agreed website and connections. Editing permissions are agreed for the selected platform. A staff intranet, internal messaging, applicant tracking or job-management portal needs a separate operational scope.

Both include launch testing and 30-day defect support. Third-party subscriptions, ongoing campaign production and custom software are separate. A supported connection uses an existing tool; a bespoke workflow must be assessed and quoted.

When people need to work inside the system.

Staff portals, private customer access and internal workflows begin with paid discovery. The fee and deliverables are agreed before work starts.

ILLUSTRATIVE BRIEF - A FIELD-SERVICE COMPANY

The company wants one controlled workflow from incoming job to completed work. Office staff, technicians and customers need different access.

01 Office assigns work	02 Staff update assigned jobs	03 Customer views approved progress
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Role	Possible task to assess	Access boundary to define
Office manager	Create jobs, assign staff and monitor progress.	Which branches, clients and records the manager can see or change.
Technician	View assigned work and upload completion notes.	Access to assigned jobs; rules for documents and updates.
Customer	View approved progress and agreed documents.	Only that customer's authorised information.

What discovery should establish

The workflow and user roles; data and migration needs; existing tools versus custom software; security and accessibility requirements; specialist responsibilities; acceptance checks; delivery phases; support coverage and an implementation proposal.

Other briefs: a staff intranet for documents and announcements; a recruitment portal with candidate accounts and application stages; a customer workspace with approved files and requests. Each is assessed as a specific system.

Discovery buys the agreed planning deliverables. It does not include a working portal or a complete business operating system. Feasibility, delivery resources, build costs, subscriptions and support are confirmed before implementation is commissioned.

Which part of the business does it support?

A practical map from each business need to its likely scope.

What you need	How it fits	What must be agreed
Public service, team and location pages	Launch to Corporate, within the agreed page or section limit.	Content, audience and the action a visitor should take.
Subscriber welcome emails	Growth: one flow, up to 3 emails. Corporate: two flows, up to 6 total. Optional for Launch/Business.	Signup consent, sender, content and provider plan.
Appointment booking	Optional supported connection. Corporate can use an agreed integration slot.	Provider, staff calendars, availability rules and charges. A connection is not a custom scheduling system.
Staff editing the website	Agree the platform and editing access. Corporate includes training and documented handover.	Who edits which content; approvals and ongoing maintenance.
Public Careers page	Can be part of a Business, Growth or Corporate page plan.	A page showing vacancies differs from a recruitment system.
Candidate accounts and application tracking	Separate scope; Enterprise discovery where workflow or integration is complex.	Applicant data, permissions, recruitment stages and retention requirements.
Staff intranet, documents and communications	Separate scope through discovery or an assessed existing-tool connection.	Staff roles, private content, announcements, messaging and access rules.
Job allocation, timesheets and customer portal	Separate operational scope; begin with Enterprise discovery.	Office, staff and customer tasks; data sharing, testing and support.
Commerce, payroll, inventory or accounting	Separately assessed platform and integration work.	Products or records, payments, dependencies and specialist responsibilities.

A Careers page can publish vacancies. A recruitment portal manages applications. A staff job portal assigns and tracks work. Choose the workflow first, then agree the platform, access and build scope.

Plan the investment.

A clear build scope, useful additions and agreed ongoing costs.

Optional addition	One-time price	Scope
Analytics & Search Setup	C\$250	GA4, Search Console and core enquiry events. Included in Business, Growth and Corporate.
Mailchimp welcome system	C\$650	One audience, signup form, template and one flow of up to three emails. Included in Growth and Corporate.
Booking connection	C\$450	One supported scheduling tool connected and tested. Corporate can allocate one of its agreed integration slots; the same scope is not charged twice.
Starter brand kit	C\$750	Simple wordmark, colour palette and type system; two revision rounds.

OPTIONAL CARE AFTER LAUNCH

Essential C\$99/month: site, form, link and source-backup checks; no content-edit hours. Business C\$149/month: checks, one update hour and an analytics summary where connected. Growth C\$349/month: three total update hours, automation checks and a performance review. Corporate C\$749/month: six total update hours and a planning session, with Growth care services.

Hours reset monthly and do not roll over. New pages, redesigns and specialist work are separate. Enterprise support is quoted for the required coverage.

FROM ENQUIRY TO HANDOVER

Agree the proposal: confirm pages, features, responsibilities, investment, milestones and timing. Complex work begins with discovery. **Build and review:** supply approved material and consolidated feedback. **Check and launch:** verify the agreed journeys and approve the finished work. **Hand over:** receive agreed access and guidance, with ongoing care separately defined.

Provider subscriptions, hosting, domains, mailboxes and applicable taxes are separate. Original long-form copy, photography, substantial migration and specialist systems require a stated scope. Search positions, traffic and sales are not guaranteed; ongoing SEO, advertising and content campaigns are separately assessed.

Tell Formvant what customers and staff need to do.

Reply with your business name, team size, locations, current website and existing tools. Describe who needs access and the tasks they must complete. Capt. Solomon D. Crowe | solomon@formvantdigital.com