

WEBSITES & COMMERCE

A complete website.

A clear project price.

Agency-supplied copy and assets. Choose template production or a more flexible theme-based website; all include the ordinary essentials needed to launch.

OFFER	PRICE USD	INCLUDED STARTING SCOPE
Standard WordPress website	\$1,000	Up to 5 pages, with brand styling and layout adjustments.
Expanded WordPress website	\$1,500	Up to 10 pages using up to 4 reusable page layouts.
WordPress production	\$750	Up to 5 pages from an approved template and exact placement instructions.

Standard / expanded

Brand styling, theme-layout adjustments and 2 consolidated review rounds. Expanded covers up to 10 pages with 4 reusable layouts. Navigation, a standard form and launch are included.

Production only

Agency supplies a supported approved template, final copy/images and page-by-page placement instructions. Basic brand application, all common launch essentials and 1 consolidated review are included.

Landing pages

Build-only: \$500 from supplied desktop/mobile designs. Design + build: \$1,000 from supplied copy/brand assets, with one visual direction and 2 reviews. Both cover up to 6 sections and include lead capture.

Timing and payment

Planning after complete inputs: production 1-2 weeks, standard 2-3, expanded 3-4. We confirm a start date and schedule before payment. \$500 projects upfront; larger projects 50% to schedule, 50% after approval before launch.

The form is part of the website

One ordinary or supported native CRM-connected form is included, with a thank-you state, submission test and one notification. Native lead capture does not need a separate integration package.

Prices cover the stated standard scopes. A new layout, larger volume or custom functionality changes the scope only with your approval. Template/plugin licenses and hosting choices are confirmed before payment.

Email a brief · sales@pixelcrayons.com

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Figma to WordPress.

Or a store ready to trade.

Turn your approved Figma design into an editable WordPress website for \$1,000 within the scope below. Store launches include standard checkout setup.

OFFER	PRICE USD	INCLUDED STARTING SCOPE
Figma to WordPress	\$1,000	Up to 5 pages / 3 reusable layouts from approved desktop and mobile designs.
Shopify store launch	From \$1,500	Supported theme, up to 20 simple products and 5 information pages.
WooCommerce store launch	From \$1,750	Supported theme, up to 20 simple products and 5 information pages.

Figma build: what \$1,000 covers

5 pages / 3 reusable layouts / up to 6 sections per page, using supported blocks or a page builder. Supply approved desktop/mobile designs and copy. Includes 2 reviews and launch essentials. Plan 2-3 weeks after inputs.

Store launch

One store, market, currency and language. Up to 20 simple products and 5 information pages, supplied product data/images/policies, supported theme styling and 2 review rounds. Complex variants and large imports need a quote.

Checkout included

Configure one supported native payment gateway, one agreed standard shipping approach and supplied tax settings; run a test checkout. Agency approves financial settings. A custom gateway, subscription model or bespoke checkout is a different scope.

The operating costs

Hosting/platform plan, domain, payment-provider fees and selected premium apps/themes are agency/client costs. We show required purchases and renewals before payment and use an included/no-extra-license route where suitable.

A working handover

Receive agreed files/access, launch checks and an operating walkthrough. Know which third-party licenses you own, which provider licenses are used and what would need replacing later. There is no mandatory care subscription.

New design, bespoke theme/plugin engineering, complex animation, Webflow, migrations and memberships need a separate scope. We confirm fit, full price and dates before payment.

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The essentials are included.

The boundaries are visible.

These inclusions apply to our standard website and landing-page builds. Commerce includes the same relevant launch checks plus its agreed checkout scope.

Working lead capture

Responsive pages, navigation, one contact form with validation and available spam protection, a thank-you state and tested delivery. Choose an inbox destination or one supported native CRM form/connection to an existing account, up to 10 standard fields and one notification.

Measurement and launch quality

Basic analytics plus one standard lead event using supported existing accounts, supplied metadata, sitemap/indexability checks, image optimisation and ordinary loading checks. Respect agreed consent settings; agency supplies policy/consent text.

Staging, launch and handover

Staging review, one launch to a supported configured host, agreed DNS connection and available HTTPS setup. Utility states, common header/footer and navigation are not additional content pages. Mailbox migration and new infrastructure are separate.

Useful connections

Embed one supplied, already configured booking calendar or chat widget if requested. A new assistant, custom API or multi-step sales workflow is a distinct implementation; a simple widget embed is not.

Responsive and accessible basics

Check current Chrome, Safari and Edge; navigation, keyboard use, labels, contrast in delivered components, links and form behaviour. This is implementation QA, not an accessibility certification or guaranteed performance score.

Included aftercare

14 calendar days of post-launch defect reporting are included. An issue reported during that period remains open until resolved, even if the fix takes longer. New changes and ongoing maintenance are separate; buying support is not required for these corrections.

Changes are a choice, not a surprise

Our estimate includes coordination, testing and the stated reviews. Corrections are free. A new brief, additional functionality or extra volume gets a written change price first. Routine tools are included; approved third-party operating costs are shown separately.

One account manager, NDA and agency-controlled client contact. Ownership and handover are recorded upfront. Unresolved nondelivery is refunded at agreed milestone values. Missing inputs or approvals move the schedule.