

## WEB ONLY

# Custom build, hosting and care

What a custom build covers, how we price it, and what happens if you ever leave.

**Custom builds are harder to price, so here's how we do it.**

A starter site has a fixed price because we know what's in it. A custom build is shaped around what you need people to do on your site, so we publish where it starts and show you what moves the number from there. Before we start, you'll get one not-to-exceed figure in writing. If something here doesn't answer your question, ask us and we'll tell you straight.

## When you need a custom build

You've probably outgrown a starter site if any of these sound like you:

- More than 10 pages, or programs that each need their own section
- People register, apply or sign up for things, and the details matter
- You want gifts, event fees or dues paid on your own site, not through an outside link
- Form entries should land in Little Green Light or Bloomerang without anyone retyping them
- Members, volunteers or board members need to log in

If none of these fit, the starter site is probably the better buy, and we'll say so.

## The custom build

### From \$3,500

A site designed from scratch around your programs, with no page cap. \$3,500 is the floor for any custom build. Your number depends on the pages, templates and features below, and it's in your proposal before we start.

**Every custom build includes:**

- **Custom design** built around your programs and what you need visitors to do, not a starter layout reshaped
- **Custom page templates** for the things you publish again and again: programs, events, staff, news

- **WordPress with Kadence**, built to WCAG accessibility standards by default and working on phones
- **Everything in a starter site**: a contact form, a Mailchimp newsletter signup and a donate page that uses your PayPal or Stripe link. A custom build starts from everything in a starter site and builds on it.

## What moves the price

| Feature                           | What it covers                                                                                                                                                                                                                  |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>More pages and templates</b>   | Pages that reuse a template cost little. Each new kind of page, with its own layout, costs more.                                                                                                                                |
| <b>Payment forms on your site</b> | One-time and monthly gifts, event fees or dues through WPForms and your Stripe or PayPal account. Needs WPForms Pro.                                                                                                            |
| <b>Event registration</b>         | Sign-ups with or without payment, with confirmation emails.                                                                                                                                                                     |
| <b>Applications and intake</b>    | Multi-step forms, file uploads, and questions that change based on earlier answers.                                                                                                                                             |
| <b>Member logins</b>              | Accounts for members, volunteers or board, with pages only they can see. Needs WPForms Pro.                                                                                                                                     |
| <b>CRM connection</b>             | Form entries flowing into Little Green Light or Bloomerang: matching fields, catching duplicates, and testing. Sometimes your CRM's own form, embedded on the site, is the simpler answer, and we'll recommend it when it fits. |
| <b>Moving your old content</b>    | Copying and cleaning up pages from your current site, with redirects so old links and search results still work.                                                                                                                |
| <b>Online store</b>               | Available on request, for a small store selling merchandise or tickets through WooCommerce. It isn't our focus, and most small nonprofits don't need one, but we'll quote it if you do.                                         |

All of it is billed at one hourly rate, web work and data work alike: \$150 an hour, or \$120 for nonprofits. Every feature you choose is estimated in your proposal and counted in your not-to-exceed figure.

## How we get to your number

- 1 A conversation.** The discovery call is free. We ask what people need to do on your site and what happens to that information afterward.
- 2 A written scope.** Every page, template, form and connection, plus a written definition of done, so we both know when it's finished. Big sites can be built in phases: launch the core, then add the rest.
- 3 One not-to-exceed figure.** We bill actual time in 15-minute increments. If we come in under, you pay less. You won't pay more than that figure unless the scope changes.
- 4 Changes in writing.** Anything added mid-build gets a numbered change request with its own estimate, even when it costs nothing.

## Three ways to host it

Every site we build can live in any of these places. The site and its content are yours either way.

|                                      | Host with us                                                                                                       | Hostinger, set up by us                                                                                                   | Wherever you are now                                                                                                      |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| <b>Who holds the hosting account</b> | We do                                                                                                              | You do                                                                                                                    | You do                                                                                                                    |
| <b>What you pay</b>                  | \$60/mo (\$48 nonprofit) or prepay a year: \$600 (\$480 nonprofit), two months free. Same price as a starter site. | Hostinger's price, paid to Hostinger, plus care if you want it. Setup is free with a site build.                          | Whatever you pay now, plus care if you want it                                                                            |
| <b>Email</b>                         | Three branded mailboxes included. More are \$24 a year each (\$2 a month).                                         | Your choice. We'll set it up if you need us to.                                                                           | Your choice. We'll set it up if you need us to.                                                                           |
| <b>Forms license</b>                 | Included through our account, including WPForms Pro when your site needs payments, registration or logins.         | You buy the WPForms tier your features need. Pro, for payments and logins, is \$199.50 the first year, then \$399 a year. | You buy the WPForms tier your features need. Pro, for payments and logins, is \$199.50 the first year, then \$399 a year. |
| <b>Care</b>                          | Included                                                                                                           | \$45/mo (\$35 nonprofit), the same as a starter site                                                                      | \$45/mo (\$35 nonprofit). Work beyond routine care on a host we don't know is billed hourly.                              |

**About the Hostinger option:** VCA is a Hostinger partner. If you sign up through our link, you get 20% off. Hostinger pays us 20% of your first purchase and 10% when you renew, upgrade or add a service. Signing up directly at [hostinger.com](https://hostinger.com) is fine too. Whichever way you go, look at the renewal price, not just the first-year price.

## What care covers

Care is the part that keeps a site from breaking quietly.

- WordPress, theme and plugin updates, done for you
- Backups, so a bad update can be rolled back
- Keeping an eye on the site so we hear about problems before your donors do
- Fixing whatever an update breaks, including your forms and payment pages

Care doesn't cover new pages, rewritten content, redesigns, new forms or changes to how your site connects to other systems. Those are billed at our hourly rate, and we'll tell you the estimate before we start.

## If you ever leave

You shouldn't need our permission to leave, and you won't.

- **Your site and content are yours.** If you host with us and move on, we hand over the files and help with the move.
- **Your domain should be registered in your organization's name**, not ours. If it isn't right now, we'll help you fix that.
- **Your accounts are yours.** Your CRM, Mailchimp, Stripe or PayPal, and any Zapier account are in your organization's name, with us added as a user.
- **Email moves with you.** We'll help you export your mailboxes or point them at your new email host.
- **The forms license stays with us** if you hosted with us. You'd buy your own WPForms license at the tier your site uses.

## Every price on one page

|                                     | List         | Nonprofit    |
|-------------------------------------|--------------|--------------|
| Custom build                        | From \$3,500 | From \$3,500 |
| Hourly rate, all work               | \$150/hr     | \$120/hr     |
| Host with us, monthly               | \$60/mo      | \$48/mo      |
| Host with us, prepaid a year        | \$600        | \$480        |
| Extra mailbox (host with us)        | \$24/yr      | \$24/yr      |
| Care only (you host)                | \$45/mo      | \$35/mo      |
| Mailchimp setup                     | \$190        | \$150        |
| Hostinger setup (free with a build) | \$150        | \$120        |

The nonprofit rate is our list rate minus 20%. It's stated, not negotiated. Grant-funded work is billed at list.

**Paid to others, not to us:** your domain registration, your CRM subscription, your Mailchimp plan, PayPal or Stripe processing fees, a Zapier plan if your connections need one, and, if you host it yourself, your hosting and your WPForms license. We'll set these up for you, but the accounts and the bills are yours.

**Ready to talk about a custom build?** Start at [violetcrownanalytics.com/contact](https://violetcrownanalytics.com/contact).