



# Website Design Services

Pricing & Packages — [localliftdfw.com](http://localliftdfw.com)

## Why LocalLift?

### No Monthly Hosting Fees

Every site is a single self-contained HTML file deployed to Netlify. Your client owns it outright — no platform lock-in, no surprise bills.

### More Estimate Requests

Bilingual support, before/after galleries, trust badges, and a conversion-optimized quote form are built into every package.

### Built for Local Contractors

These aren't generic templates. Every site is hand-coded for the DFW home service market — landscapers, roofers, HVAC, painters, plumbers, and more.

### Transparent Pricing

Flat project rates. No retainer required. Add only what your business actually needs — nothing more.

## Base Package — What Every Site Includes

- ✓ Single-page responsive HTML website
- ✓ Mobile-friendly on all devices
- ✓ Fixed navigation with hamburger menu
- ✓ Hero section with headline & stats
- ✓ Trust bar with 5 credibility badges
- ✓ About section with owner photo & story
- ✓ "Why Choose Us" with 6 trust cards
- ✓ Services section with up to 6 service cards
- ✓ Before/after photo gallery (6 sliders)
- ✓ Service areas section with Google Maps
- ✓ Google Reviews section
- ✓ Meet the Team (up to 3 members)
- ✓ Netlify quote form (email notifications)
- ✓ Facebook, Instagram, Nextdoor links
- ✓ Local SEO meta tags & footer text
- ✓ Netlify deployment & setup included

### Base Package Investment

**\$1,000 – \$1,500**

Monthly Maintenance Retainer — Up to 2 hrs of changes/month (photo swaps, text edits, seasonal banners, redeployment)

**\$100 – \$200/mo**

## Suggested Packages

Pre-bundled packages for common client needs. All packages include the base site plus the add-ons listed.

Starter	Professional	Premium	Elite
<b>\$1,000</b>	<b>\$1,500</b>	<b>\$2,000</b>	<b>\$2,500+</b>
✓ Base site (all standard sections)	✓ Base site (all standard sections)	✓ Base site (all standard sections)	✓ Base site (all standard sections)
✓ 3 before/after sliders	✓ 6 before/after sliders	✓ 6 before/after sliders	✓ 6 before/after sliders
– Custom domain setup	✓ Custom domain setup	✓ Custom domain setup	✓ Custom domain setup

– FAQ section	✓ FAQ section	✓ FAQ section	✓ FAQ section
– Spanish translation	– Spanish translation	✓ Spanish translation	✓ Spanish translation
– Google Reviews widget	– Google Reviews widget	✓ Google Reviews widget	✓ Google Reviews widget
– Blog (3 SEO articles)	– Blog (3 SEO articles)	✓ Blog (3 SEO articles)	✓ Blog (3 SEO articles)
– Seasonal promo banner	– Seasonal promo banner	✓ Seasonal promo banner	✓ Seasonal promo banner
– Analytics setup (GA4)	– Analytics setup (GA4)	✓ Analytics setup (GA4)	✓ Analytics setup (GA4)
– Online booking	– Online booking	– Online booking	✓ Online booking
– Live chat widget	– Live chat widget	– Live chat widget	✓ Live chat widget
– Popup lead magnet	– Popup lead magnet	– Popup lead magnet	✓ Popup lead magnet
– Drone/aerial gallery	– Drone/aerial gallery	– Drone/aerial gallery	✓ Drone/aerial gallery

*Note: All prices are suggested starting points. Final pricing depends on project complexity, number of photos provided, and client-specific requirements.*

## Add-On Menu

Customize your package with any of the following add-ons. Each is priced individually and can be added at any time.

Add-On Feature	Description	Price
<b>Bilingual Translation (English + Spanish)</b>	Language toggle in the nav. Full site translates instantly — no page reload. Ideal for markets with large Spanish-speaking populations.	<b>\$200 one-time</b>
<b>Additional Before/After Carousel Slides</b>	Each additional real photo pair added to an existing gallery carousel beyond the 6 included in base.	<b>\$35/pair or \$200 unlimited</b>
<b>Additional Service Cards</b>	Each service card beyond the base 6 — includes copy, icon, and layout.	<b>\$75 each</b>
<b>Google Reviews Widget Integration</b>	Live auto-syncing reviews pulled from Google Business Profile via Elfsight or Podium. Updates automatically as new reviews come in.	<b>\$100 setup + \$9–19/mo</b>
<b>Blog / Tips Section</b>	SEO-optimized articles targeting local keywords (e.g. "best time to aerate lawn in Mansfield TX"). Dramatically improves Google ranking.	<b>\$250 for 3 articles; \$100 each ongoing</b>
<b>FAQ Section</b>	Expandable accordion-style FAQ answering the 8–10 most common customer questions. Reduces phone calls and builds trust.	<b>\$100 one-time</b>
<b>Seasonal Promotion Banner</b>	Eye-catching banner at the top of the site for limited-time offers. Updated each season.	<b>\$75/banner or \$200/yr (quarterly)</b>
<b>Online Booking / Appointment Scheduler</b>	Calendly or Google Calendar integration so customers can book consultations directly from the site.	<b>\$150 setup + \$0–16/mo (Calendly fee)</b>
<b>Live Chat Widget</b>	Chat bubble (Tidio or Intercom) so visitors can ask quick questions. Auto-responds after hours.	<b>\$100 setup + \$0–29/mo (chat fee)</b>
<b>Custom Domain Setup</b>	Connect their domain (e.g. yourbusiness.com) to Netlify. Includes DNS configuration. Client pays domain fee separately (~\$12/yr).	<b>\$100 one-time</b>

Add-On Feature	Description	Price
<b>Before/After Video Slider</b>	Same drag-to-reveal concept but using short video clips instead of photos. Incredibly impressive on mobile.	<b>\$250 one-time (client provides videos)</b>
<b>Drone / Aerial Photo Gallery</b>	Full-screen aerial photography section showcasing large properties from above. Huge wow factor for high-end clients.	<b>\$200 one-time (client provides photos)</b>
<b>Popup Lead Magnet</b>	Timed popup offering something valuable (e.g. "10% off your first service — enter your email"). Captures leads that would otherwise leave.	<b>\$150 one-time</b>
<b>Customer Photo Submission</b>	A form where happy customers can upload their own project photos. Builds a crowdsourced gallery over time.	<b>\$200 one-time</b>
<b>Analytics Setup (Google Analytics 4)</b>	GA4 installed and configured with a simple monthly traffic report showing visitors, top pages, and traffic sources.	<b>\$150 setup + \$50/mo (report)</b>
<b>Additional Language (Beyond Spanish)</b>	Support for Portuguese, Vietnamese, Mandarin, or any other language community in the client's market.	<b>\$150 per language</b>
<b>Full SEO Audit &amp; Optimization</b>	Keyword research, meta tag optimization, schema markup, Google Business Profile optimization, and written SEO strategy report.	<b>\$400 one-time</b>
<b>Financing Options Section</b>	Dedicated section explaining payment plans or financing partnerships. Important for larger hardscaping and irrigation projects.	<b>\$100 one-time</b>

## Yardbook Integrations

Yardbook is the go-to business management platform for landscaping companies — handling jobs, invoices, scheduling, and customer accounts. These add-ons connect your client's website directly to their Yardbook account so leads and payments flow through one system.

<b>Yardbook Customer Portal Button</b>		<b>\$75 one-time</b>
<b>What it does</b>	Adds a styled button to the website (in the nav or footer) that links directly to the client's Yardbook customer portal. Customers click it to log in, view past invoices, and pay their bill online.	
<b>What's included</b>	Styled 'Pay My Bill' or 'Client Login' button • Placed in nav and/or footer • Links to client's unique Yardbook portal URL • Matches site color scheme	
<b>What the client needs</b>	An active Yardbook account (free tier works) • Their Yardbook portal URL (found in Yardbook dashboard)	
<b>Setup time</b>	~30 minutes	
<b>Yardbook Zapier Lead Sync</b>		<b>\$150 one-time + Zapier fee</b>
<b>What it does</b>	Connects the website's Netlify quote form to Yardbook via Zapier. Every time a visitor submits a quote request, a lead is automatically created in Yardbook — no manual copy-paste, no missed leads sitting in email.	

<b>What's included</b>	Zap built and tested: Netlify form → Yardbook new lead • All fields mapped (name, phone, email, service, message) • End-to-end delivery confirmed
<b>What the client needs</b>	Yardbook account with API key (Admin access required, free to generate) • Zapier account — most small landscapers fit the free tier (\$0–20/mo, paid directly by client)
<b>Setup time</b>	2–3 hours

■ **Bundle Deal** Get both the **Customer Portal Button** and the **Zapier Lead Sync** together for **\$200 one-time** (save \$25). Clients get a fully Yardbook-connected website — leads flow in automatically and customers can pay online without picking up the phone.