

SERVICES & PRICING GUIDE

Transparent pricing, whatever your starting point.

Every project starts with a free consultation. HC Web Labs' standard rate is **\$40/hour**; fixed-fee projects are quoted individually based on scope, and every price is confirmed in writing before work begins.

At a Glance

Service	Pricing	Notes
New Build	Scope-based	Priced individually after a free consultation
Redesign & Existing-Environment Work	Scope-based	Begins with a free website audit
Debugging & Optimization	\$40/hr (\$60/hr rush)	1-hr minimum — most fixes are 1–2 hrs
Ongoing Care (Webmaster)	\$50/month	Weekly QA, security monitoring, backups, 1 hr/mo included

New Build and Redesign & Existing-Environment Work are both priced by scope, not by a fixed package — there's no separate “microsite” or “multipage” rate. Every project is quoted individually based on what it actually involves.

New Build

For clients starting from a blank canvas. Every site is hand-coded, not templated. There's no fixed menu of package sizes — during the free consultation, we talk through the pages, features, and complexity you need, and I put together a fixed-price quote based on that specific scope.

Redesign & Existing-Environment Work

For clients who already have a site, hosting account, or platform — WordPress, Squarespace, hand-coded, or anything else. This category starts with a **free website audit** that identifies what's working, what needs attention, and defines the final scope and price before anything is signed.

Debugging & Optimization

For a specific issue that needs diagnosing and fixing rather than a full redesign. Billed hourly at \$40/hour (\$60/hour for rush requests), with a one-hour minimum. Retesting and verification are included in the billed time, not charged separately. An itemized time-and-cost estimate is available on request before work begins.

Ongoing Care (Webmaster Services)

For a site that's already in good shape and just needs someone keeping an eye on it: a weekly QA check, security monitoring, regular backups, and up to one hour of minor content updates each month — for \$50/month. You still own everything; HC Web Labs just takes care of it.

Turnaround Time

Timelines depend on scope — and just as much on how quickly materials, access, and feedback come back from you, the same Client Participation factor described in the MSA. As a rough guide, once you've provided what's needed:

- A small, well-defined project — a few pages, straightforward scope — can take anywhere from a couple of hours to a few days of active work.
- A standard multi-page site or redesign typically runs about one to a few weeks.
- Larger or more complex builds can take several weeks or more.

Debugging & Optimization doesn't really run on a calendar timeline the way a build does. Since it's billed hourly with a one-hour minimum, most single-issue fixes are resolved within the same session — hours, not days or weeks.

Every range above is situational, not a fixed promise — the same small-project range could mean a couple of hours for a one-page update or several days for a small site with more moving parts. Actual turnaround depends entirely on your project's specific scope, which is why your SOW includes a timeline estimate built around that scope rather than a blanket number.

What's Always Included

- Mobile-first, responsive design across all standard breakpoints.
- WCAG 2.2 Level AA accessibility conformance.
- Cross-browser and operating-system compatibility with fallback support.
- Performance optimization.
- A 7–14 day post-launch warranty with complimentary minor edits.

Payment & Terms

- Fixed-fee projects: 50% at kickoff, 25% at design/scope approval, 25% at launch.
- Hourly work (Debugging & Optimization, additional work): invoiced on completion, Net 7.
- All invoices sent via Wave — no account needed; pay by card, ACH, or PayPal.
- Rates and full terms are confirmed in a written Statement of Work before any work begins.

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