

Website Packages

How does it work?

All our website packages follow this same process:

Discovery

Let's meet and start with in-depth discussion to understand your business goals, target audience, and project requirements, setting a clear foundation for your website.

Planning and Design

Create a sitemap and information architecture (IA) to organise content effectively, followed by wireframes and custom designs (if not supplied) that reflect your brand and enhance user experience.

Build & Launch

















Transform designs into a fully functional website, including coding, testing, and final revisions, before launching it seamlessly for your audience.

Ongoing Optimisations

Post-launch, we offer ongoing SEO, CRO, and maintenance services to keep your website performing at its best, ensuring it adapts to user behaviour, search engine updates, and business growth.

Website Packages:

Basic Website Brochure Website Custom Business Website Custom Agency Website

* Agencies will conduct their own process to extract this information from their client.

Basic Website

Ideal for...

Startups, freelancers, and small businesses aiming to test an idea, gauge interest, or establish an online presence.

Examples:

Product launch page, event promotion, service introduction, market testing, or informational one-pager.

Delivered in:

within 1 week

Ballpark Price:

\$1 - 2k

Prices in Australian dollars. Excludes GST.

Times and prices are estimates only and subject to change based on project requirements.

View our full [Terms and Conditions](#) on our website.

Inclusions

✔ Website Build

Template Selection & Customisation

Choose from our range of high-conversion one-page landing templates. Custom tailored styling to align with the client's logo and brand guidelines for a cohesive look.

Performance & Optimisation

Fully responsive design for seamless viewing on all devices. Image and media optimisation to ensure faster loading times.

SEO & Analytics

Implementation of SEO best practices and schema for better search engine visibility. Set you up with Google Analytics to ensure basic tracking setup to provide insights into visitor behaviour and engagement.

Social Media & External Links

Integration of links to the client's social media profiles for easy visitor access.

✔ Infrastructure

Domain Name and Hosting

We will purchase and register your domain name (if available) for the first year and connect your domain to your custom website. Our websites will include 1 year of web hosting and SSL certificate for security.

This package does not include:

⊗ Content creation, on-going maintenance, optimisations or integrations

Brochure Website

Ideal for...

Small to medium-sized businesses establishing a professional online presence with multiple pages to showcase their brand and services.

Examples:

Coffee shop, salon, boutique shops, repair services, art galleries.

Delivered in:

1 to 3 weeks

Ballpark Price:

\$2 - 5k

Prices in Australian dollars. Excludes GST.

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Inclusions

✔ Website Build

Template Selection & Customisation

Choose from our range of multi-page templates. Custom tailored styling to align with the client's logo and brand guidelines for a cohesive look.

Structure & Navigation

Up to 5 pages to present essential business information, such as Home, About, Services, Testimonials, and Contact. Optimised navigation structure for ease of use, ensuring visitors can quickly find key information.

Contact Form and Integrations

Capture leads with your own contact form and integrate with other mailing platforms for automation.

SEO & Analytics

Implementation of SEO best practices and schema for better search engine visibility. Set you up with Google Analytics to ensure basic tracking setup to provide insights into visitor behaviour and engagement.

✔ Infrastructure

Domain Name and Hosting

We will purchase and register your domain name (if available) for the first year and connect your domain to your custom website. Our websites will include 1 year of web hosting and SSL certificate for security.

This package does not include:

⊗ Content creation, on-going maintenance or optimisations

Custom Business Website

Ideal for...

Established businesses needing a fully customised, multi-page website tailored to unique brand requirements and functionality.

Examples:

Professional service firms, consulting agencies, real estate companies, and mid-sized corporations.

Delivered in:

3 to 6 weeks

Ballpark Price:

\$5 - 15k

Prices in Australian dollars. Excludes GST.

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Inclusions

✔ Website Build

Full Custom Design

We will create a bespoke, multi-page design built from scratch to align with the client's brand, including advanced layout customisation, typography, and colour schemes tailored to your client's brand.

Structure & Navigation

Flexible page count to cover extensive content, typically defined by a set number of page template types. Optimised navigation structure for ease of use, ensuring visitors can quickly find key information.

Feature-Rich Functionality

Includes complex features such as custom forms, interactive elements, or other unique functionalities specific to business needs.

SEO & Analytics

Includes SEO best practices, schema, and redirect management to retain search visibility, plus Google Analytics setup for insights into visitor engagement.

✔ Infrastructure

Domain Name and Hosting

We will purchase and register your domain name (if available) for the first year and connect your domain to your custom website. Our websites will include 1 year of web hosting and SSL certificate for security.

This package does not include:

- ✘ Content creation, on-going maintenance or optimisations

Custom Agency Website

Ideal for...

Marketing agencies needing additional support and flexible timelines to deliver websites for larger businesses that require advanced functionality, scalability, and integrations to manage extensive content and services.

Examples:

Multi-location businesses, franchises, national service providers, educational institutions, healthcare networks, corporate enterprises.

Delivered in:

6 to 12 weeks

Ballpark Price:

\$15 - 75k

Prices in Australian dollars. Excludes GST.

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Inclusions

✔ Website Build

Full Design-to-Code Conversion

We'll analyse your existing designs and provide a detailed estimate before proceeding. Then, we convert the agency's design into a functional, multi-template website with custom layouts, motion, and full mobile responsiveness to match specifications precisely

Structure & Navigation

Flexible page count to cover extensive content, typically defined by a set number of page template types. Optimised navigation structure for ease of use, ensuring visitors can quickly find key information.

Feature-Rich Functionality

Includes complex features such as custom forms, interactive elements, or other unique functionalities specific to business needs.

SEO & Analytics

Includes SEO best practices, schema, and redirect management to retain search visibility, plus Google Analytics setup for insights into visitor engagement.

✔ Infrastructure

Website Migration & Setup

Facilitate the migration of the new website to replace an existing one or assist with the setup of a new site and domain if needed.

This package does not include:

- ✘ Content creation, data entry, on-going maintenance or optimisations

WordPress Maintenance

Ideal for...

Businesses or marketing agencies who have WordPress websites that need on-going maintenance but businesses lack technical support.

Examples:

Service-based businesses, bloggers, small e-commerce stores, nonprofits.

Frequency:

Daily/Monthly

Ballpark Price:

\$500 - 1k initial clean and setup

\$500 - 4k /mth thereafter

Prices in Australian dollars. Excludes GST. Excludes any license renewals.
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Inclusions

✔ Website Clean

Initial clean-up

The first important set is to setup a strong foundation. An initial clean will be performed to update WordPress core, themes and plugins, as well manage any deprecated functions, optimise the theme and perform a security/vulnerability scan and fix any bugs that might be flagged.

✔ Ongoing

Daily Updates

Your website will be monitored and updated daily when new patches are available.

Monthly Reporting

You'll receive a monthly transparent report discussing any issues during the month that you should be aware of and suggestions for improvements for the future.

License Management

If you have any themes or plugins that require a license, we'll manage the renewal and updates for you.

Minor Bug Fixes

We will support any minor bug fixes that may occur or you have problems with on your website. Any larger ad-hoc tasks may be quoted and executed separately.

This package does not include:

✘ Major redesigns, content creation, new features or extensive ad-hoc tasks

SEO / CRO

Ideal for...

Businesses aiming to improve their search engine rankings and enhance user engagement to drive conversions.

Examples:

Local service-based businesses, small e-commerce stores, content-heavy sites.

Frequency:

Monthly

Ballpark Price:

\$1 - 5k / mth

Prices in Australian dollars. Excludes GST. Excludes any license renewals.
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Inclusions

✓ Technical Audit

Initial check

Comprehensive site audit to identify technical SEO issues, including broken links, site speed, mobile optimization, and crawl errors.

Strategy

Development of a tailored SEO and CRO strategy, with regular updates based on performance data and industry trends.

✓ Ongoing

Implementation

Execution of the strategy on an ongoing basis to improve on-page SEO, including meta tags, schema setup, and keyword integration.

Continuous content optimisation with targeted keywords and internal linking to improve visibility and engagement.

CRO improvements through layout adjustments and optimised calls to action to enhance conversion rates.

Off-page SEO includes building high-quality backlinks, managing Google My Business, and setting up citations to boost domain authority, improve rankings, and drive organic traffic

Analytics & Reporting

Monthly performance reports offering insights into rankings, traffic, conversion rates, and user engagement, along with data-driven recommendations.

This services does not include:

✗ Major redesigns, content creation, new features or extensive ad-hoc tasks

Ad-Hoc / Hourly Service

Ideal for...

Businesses or individuals needing quick, on-demand support for specific website updates, troubleshooting, or minor enhancements.

Examples:

Website tweaks, plugin updates, small design adjustments, bug fixes, or troubleshooting technical issues.

Frequency:

As needed

Price:

\$145 / hr

Prices in Australian dollars. Excludes GST.
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This service does not include:

- ⊗ Full website builds, large design projects, or ongoing maintenance tasks

Let's chat!

We'll start with a conversation to see how we can work together.

Schedule a call via our website: <https://chat.devwise.studio>
or email Tom directly: tom@devwise.studio