

# Professional Services & Pricing Guide

This pricing guide reflects real-world rates for web, hosting, DNS, SSL, and marketing coordination work. Rates are designed for independent consulting, small business support, and project-based engagements.

## 1. Cross-Platform Systems Coordination (Consulting)

Coordination across registrar, DNS, hosting, SSL/TLS, and website platforms to diagnose and resolve blocking or unstable system issues.

- 1 Hourly consulting: \$90–\$150/hour
- 2 Minimum engagement: 2 hours
- 3 Emergency / blocking issue resolution: \$150–\$250/hour
- 4 Flat-fee incident resolution: \$500–\$1,200 per site

## 2. Domain & DNS Configuration Services

Registrar-level DNS setup, cleanup, migration, and verification for live production domains.

- 1 Custom domain setup (single domain): \$250–\$450
- 2 DNS cleanup / conflict resolution: \$300–\$600
- 3 Domain migration between hosts or platforms: \$400–\$800
- 4 Multi-domain coordination: \$750–\$1,500+

## 3. SSL / HTTPS Troubleshooting & Provisioning

Diagnosis and resolution of SSL/TLS certificate failures, HTTPS enforcement, and verification errors.

- 1 SSL verification & provisioning fix: \$300–\$700
- 2 HTTPS enforcement + redirect strategy: \$200–\$400
- 3 Multi-platform SSL coordination: \$500–\$1,000

## 4. Hosting Platform Setup & Deployment

Hosting platform configuration, domain attachment, deployment readiness, and production setup.

- 1 Hosting platform setup (Netlify or similar): \$250–\$500
- 2 Domain attachment & primary domain configuration: \$150–\$300
- 3 Deployment troubleshooting & validation: \$300–\$600

## 5. Web Development & Page Implementation

Front-end implementation, layout refinement, and content structuring for small business websites.

- 1 Single page layout & styling: \$200–\$400 per page
- 2 Multi-page site structure (3–5 pages): \$800–\$1,500
- 3 HTML/CSS customization & cleanup: \$75–\$120/hour

## 6. Marketing, Messaging & Conversion Content

Development of marketing copy, flyers, affiliate messaging, and conversion-focused web content.

- 1 Marketing messaging consultation: \$90–\$130/hour
- 2 Flyer or promotional copy package: \$250–\$600
- 3 Affiliate / partner page copy: \$300–\$700
- 4 Landing page conversion rewrite: \$400–\$900

## **7. Ongoing Support & Maintenance**

Lightweight ongoing support for stability, updates, and issue prevention.

- 1 Monthly support retainer (limited hours): \$300–\$750/month
- 2 On-call troubleshooting (non-emergency): \$95–\$125/hour
- 3 Priority response availability: custom pricing

### **Notes:**

Pricing varies by project scope, urgency, and complexity. Flat-fee pricing is recommended for DNS, SSL, and domain-related work due to their dependency-based nature.