Tick what you want.

Open this on your phone or computer, tap the boxes, type in the blanks, save it and email it back. Or print it if you'd rather. This isn't the contract; a short agreement comes next.

YOUR NAME	BUSINESS NAME

PHONE	EMAIL

1 · YOUR WEBSITE

Pick one

	WHAT IT IS	PRICE	YOUR PRICE*
○	**Online Business Card** One page that says it all: call button, quote form, your listings set up.	**$2,000**	
○	**Appear Locally** 3–5 pages: home, your main services, contact. Written for what people nearby search.	**$3,500**	
○	**Own the Niche** Service pages, town pages and a project gallery, built so new jobs become new pages.	**$5,500+**	

Every option includes: your Google Business Profile, Apple Maps, Yelp and Bing listings set up; your Facebook business page and Instagram set up, branded and linked to your site; 2 rounds of changes; 30 days of free fixes. Half up front, half when you approve the finished site.

* Filled in by True Light only if you've been quoted special pricing. Otherwise the price shown applies.

2 · AFTER IT'S LIVE

Pick one

○	**Website Care, monthly** We keep it running: hosting, security, backups, your quote form working, domain renewal reminders, and one small change a month (a new photo, new hours).	**$49/mo**
○	**Website Care, yearly** Same as above, paid once a year. Two months free.	**$490/yr**
○	**Take the keys: host it yourself** We move everything into accounts in your name. You pay the hosting company about $20/mo. Changes later are $75/hr.	**$0 to us**

3 · FACEBOOK & INSTAGRAM POSTING

Pick one

○	**We post for you** 8 posts a month on Facebook and Instagram, made from the job photos you text us, cleaned up and captioned. Separate from Website Care. Photos only; we don't film.	**$300/mo**
○	**I'll post myself** Your pages are set up as part of the build. You run them from there.	**Included**

4 · EXTRAS

Tick any

☐	**Business email** An address like you@yourbusiness.com, set up through Google Workspace. Google bills you directly: about $7–$8.40 per inbox per month on its Starter plan, more on bigger plans. How many inboxes? _____	**$150 once**
☐	**Second domain** A short or catchy address that forwards to your main site. Good for trucks and flyers. Which one? _____	**Free setup**
☐	**Extra pages** Beyond what your option includes. How many? _____	**$250 each**
☐	**Live setup call** Instead of the how-to videos, we do the account setup together on a video call.	**$75/hr**

5 · YOUR PART, AND OURS

We set up

Your website, the listings and pages above, the links between them, photos, wording and branding. We send short videos showing exactly where to click.

Only you can do

Prove to Google, Apple, Yelp and Facebook that the business is yours. They send codes to your phone, may call your business number, and may ask for documents or a video.

Google may ask for a short video.

Usually: street signs or landmarks near your business address, your tools, truck or branded gear, and a business document such as a permit, invoice or utility bill showing your business name. We send you a shot list.

Your facts are yours.

You confirm everything we publish is true: services, prices, service area, and any license or insurance. We only list a license if you give us the number.

☐ **Got it.** If Google or another site delays or refuses a listing, the rest of the work still goes ahead, and we'll help with what they ask for. Extra rounds of help are $75/hr.

6 · WHAT YOU PAY OTHER COMPANIES DIRECTLY

Your domain
Usually $10–$25 a year, in your name. Premium names cost more; we check the renewal price with you first.

Google business email (if ticked)
Billed to you by Google each month, per inbox.

Hosting (only if you take the keys)
About $20 a month to the hosting company.

Your listings
Google, Apple Maps, Yelp, Bing, Facebook and Instagram are free. You never need their paid ads.

7 · SPECIAL PRICING

Only if you were quoted it

☐ **I'm in.** In return for special pricing, True Light may show my site in its portfolio, and I'll give a short testimonial after 90 days, share how many calls I'm getting before and after for a case study, and introduce True Light to others I trust.

8 · YOUR TOTAL

WEBSITE (ONE TIME)	EXTRAS (ONE TIME)	MONTHLY OR YEARLY
_____	_____	_____

Due to start: half of the website and extras. The rest when you approve the finished site. Plans start the month the site goes live. Not sure of the math? Leave it blank; we'll fill it in on the agreement.

9 · TELL US ABOUT THE BUSINESS

MAIN SERVICE (WHAT MAKES YOU THE MOST MONEY)
_____

TOWNS OR AREA YOU SERVE
_____

DOMAIN YOU HAVE OR WANT
_____

ALREADY HAVE? (GOOGLE, FACEBOOK, YELP...)
_____

10 · ANYTHING ELSE

TYPE YOUR NAME TO SIGN
_____

DATE
_____

What happens next: we send a one-page agreement and the first invoice. Then you get one email with short videos showing where to click to give us access to your accounts. No passwords, ever, and you stay the owner of everything.