

BUILD OUT TIMELINE, REQUIREMENTS, AND STANDARDS

DISCOVERY PHASE (UP TO 2 HOURS — INCLUDED IN ALL TIERS)

Every project begins with a Discovery Phase to clarify structure, features, and content needs.

- What's Included:
 - Visual and functional goals via virtual meeting
 - Whiteboard-style layout and page structure
 - Discussion of what each page should contain and how it connects
- After Discovery, we'll send you labeled whiteboard images. You'll then return:
 - Finalized verbiage labeled by section
 - High-resolution media assets (or request stock)
 - Any additional materials needed for build
- Once everything is received and approved, the build-out begins.
 - Discovery time beyond 2 hours is billed at your tier's Change Request rate.
- Before the Discovery Phase can begin, the build-out fee is due based on the Tier needed. Non-billable phone calls can be utilized to determine which Tier would be appropriate for your business needs before the Discovery Phase begins.

TIER	HOURS INCLUDED	TURNAROUND	BUILD FEE	MONTHLY HOSTING
ZERO	3	4-8 BUSINESS DAYS	\$150	\$50
ONE	5	5-10 BUSINESS DAYS	\$300	\$99
TWO	10	10-12 BUSINESS DAYS	\$600	\$199

- The Build cannot begin until all media and verbiage has been supplied by you. Media and verbiage is due within 30 days after Discovery Phase concludes, detailed in the Abandoned Projects section below.



TIER ZERO – PORTFOLIO-READY PRESENCE

\$150 Build-Out Fee + \$50/month Hosting & Maintenance

Ideal For: Artists, freelancers, hobbyists, or anyone who needs a clean, professional online portfolio.

Includes:

- Up to 4 total pages:
 - Home
 - About
 - Gallery / Portfolio
 - Contact (basic form)
- Basic styling and layout
- Mobile-responsive design
- Secure HTTPS setup
- SEO best practices (title tags, descriptions)
- Basic contact form (Name, Email, Message)
- 4–8 business day turnaround for:
 - Change Requests @ \$60/hour
 - Graphic Design @ \$60/hour

Limited Functionality: This is a lightweight site meant to display content only — no animations, databases, or advanced features.



TIER ONE – BRANDED & BUSINESS-READY

\$300 Build-Out Fee + \$99/month Hosting & Maintenance

Ideal For: Businesses ready to scale, establish deeper branding, and get noticed online.

- Includes:
 - Up to 5 total pages:
 - Home
 - About
 - Contact (expanded form with dropdowns, phone, etc.)
 - Plus two additional custom pages (e.g., Services, FAQ, Testimonials, etc.)
- Enhanced visual styling & brand-aligned color schemes
- Low-level animations (hover effects, transitions)
- Integrated traffic analytics
- Mobile optimization
- Improved on-page SEO structuring
- 3–6 business day turnaround for:
 - Change Requests @ \$75/hour
 - Graphic Design @ \$60/hour

Visual Upgrade: More engaging user experience than Tier Zero — ideal for customer interaction and small-scale growth.



TIER TWO – FULLY INTEGRATED BUSINESS HUB

\$600 Build-Out Fee + \$199/month Hosting & Maintenance

Ideal For: High-growth businesses, startups, consultants, or organizations needing dynamic functionality.

Includes:

- Full visual and interactive upgrade
- Up to 8+ pages (Home, About, Contact, plus 5+ custom)
- Admin/Client portals (logins, dashboards)
- Backend database integration (client management, newsletter lists, product inventory etc.)
- Embedded billing systems (Stripe)
- Newsletter capture & distribution tools
- CRM or external system integration (where applicable)
- Access to referral code program:
 - \$199 sitewide credit per successful referral
 - Credits valid for 1 year; must be used in same billing cycle they're awarded
- 2 free hours/month for:
 - Change Requests OR Graphic Design
- 2-4 business day turnaround for:
 - Change Requests @ \$90/hour
 - Graphic Design @ \$60/hour

Premium Experience: Designed for serious professionals and scalable operations. Offers advanced backend features and ongoing credit opportunities through referrals.



TIER LOCKING & FEATURE BOUNDARIES

- Each tier is locked to the structure and features described above.
Tier Zero is a clean, static portfolio site with essential structure.
Tier One adds depth, polish, and real engagement tools.
Tier Two provides full-stack functionality and strategic integrations.

SECURITY & MAINTENANCE

- All sites, regardless of tier, include:
HTTPS security certificates
Periodic performance scans
Best-practice site hardening
- Domains:
If you already own a domain, we'll handle DNS forwarding.
If you do not, HLA will acquire one on your behalf at no extra cost. Domains are sourced through reliable registrars to ensure long-term stability.
- Backups
All sites are backed up daily, with both local and remote copies retained.

RUSH BUILD OPTION

Need your website faster than standard turnaround? We offer accelerated build options.:

- Rush Build Fees:
10% of build fee per business day removed from the maximum turnaround
- Non-standard workday surcharge (Friday–Sunday):
Tier Zero & One: 30% of the order total
Tier Two: 20% of the order total
- Payment Structure:
The standard build-out fee is due up front
Rush fees are billed at completion, prior to pushing the site live
- Example – Tier Two Rush Scenario:
 - Tier Two site with a 12-day max build, delivered in 2 days = 10 days faster
Rush fee = \$600 (10 days × 10% of initial build fee)
Site was also built over a weekend = \$240 additional charge (20% of \$1,200 total)



- Total due:
 - \$600 (initial build fee, due up front)
 - \$600 (rush fee, due after walkthrough)
 - \$240 (weekend work, due after walkthrough)
 - \$1,440 total before launch

ABANDONED PROJECTS

- If we do not receive necessary client input for:
 - 30 days — project is paused; \$150 restart fee applies
 - 90 days — project is canceled; new agreement and full build-out fee required to restart

