

	<div>Custom Website</div> <div>Bespoke website design and development; built from the ground up</div>	<div>Site Lab</div> <div>Customized website; based on one of four existing templates</div>	<div>Site Lab Lite</div> <div>Customized template; content development and launch at your convenience</div>
Briefing activities and kick off call	✓	✓	✓
Content population and light copy editing	✓	✓	
Conceptual design phase	✓		
Custom user interface, components, and pages	✓		
Content management system (for easy updates)	✓		
Included page count	10*	6*	5*
Revision rounds	2*	2*	1*
Search engine and mobile optimization	✓	✓	
Website launch	✓	✓	
Team training	✓	✓	✓
Optional maintenance plan post-launch	✓	✓	✓
Average timeline	3 months	2 months	1 month
Investment	\$13,000	\$8,000	\$2,500

*Additional pages or revision rounds can be added for an additional fee