

Example Projects

Technical Tier	Estimated Investment Range	Project Scope	Included Example Features
Core	£500 – £2,200	Small startups & early-stage ventures needing a clear, quick, professional presence.	• One to three page build • Light template customization • Basic SEO page headers • Mobile optimization
Growth	£1,900 – £5,000	Established small to medium enterprises looking to drive growth, support bookings & build credibility.	• Four to 8 page build with customized forms & interactions • Interaction design • Full site SEO • Data flow review • Standard compliance manuals
Specialist	£5,200 – £10,000+	Regulated firms & businesses needing bespoke digital + operational support.	• Bespoke ecommerce store with integrations • Safety protocol drafting & data governance frameworks • Custom staff training matrix • Onsite visit with full workflow audit • Personal app build & 3rd party professional liaison

Service Modules by Pay Category

Every project is calculated using a transparent modular approach, billed according to the specific rate category required for each task.

Technical Hourly Rate	Service Module	Technical & Operational Scope	Jargon-Free Summary
Core Rates: £55 / hr	Web Design & Build	Relume component library, Webflow CMS setup, responsive breakpoints, and WCAG accessibility auditing.	Building a fast, beautiful website that looks great on all devices and is easy for everyone to use.
	Branding & Assets	Vector logo refinement, typography scale, favicon generation, and high-res asset exports.	Making sure your logo, typography, and colours look professional and consistent.
	Video Consultation	A face to face video link where we can troubleshoot different business aspects against KPI's to see what we can do to help improve your businesses efficiency and effectiveness.	A facetime designed to offer occasional or one off guidance. It keeps us open to less financially free folks. Video Consultations are tailored into bigger projects where regular contact would be expected and a natural part of the process.

Modular Pricing & Services Structure:

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Growth Rates: £80 / hr	Discovery & Strategy	UX mapping, audience profiling, sitemap architecture, and enquiry-to-booking flow design.	Mapping out how your business works so the site actively helps you and stay organised.
	Technical SEO & Performance	Schema markup, meta-tag optimization, heading hierarchy audits, and performance tuning.	Ensuring Google understands who and where you are so local clients can find you.
	Copywriting & Content	UX writing, sector-specific language integration, and automated messaging workflows.	Writing clear, trusted text that sounds like you and converts visitors into bookings.
	Training & Support	Recorded walkthroughs, Webflow Editor guidance, and post-launch implementation support.	A personal tour of your system and a safety-net support period so you feel confident.
	Protected Title Liaison	Sourcing, communicating with and preparing documents for review and scrutiny from a sector specific professional who holds a protected title e.g. Dr, Solicitor, Architect etc	Saving time and money by preparing for a professional meeting leading the professional to only need offer either small adjustments or sign off at a professional level. E.g. legal documents, contracts, waivers etc
Specialist Rates:	Governance & Compliance	Data flow reviews, drafting DPIA/ROPA, GDPR governance, safety protocols, and custom Terms of Service.	Creating vital paperwork, consent templates, and safety frameworks to keep you compliant.
£105 / hr	Software Build & Integrations	No-code software setups, bespoke web portal builds, CRM/payment links, and staff app integrations.	Building customised back-office software and integrations tailored to your daily operations.

Project Timeline & Milestones:

- The Architecture | Weeks 1-3: Review of artifacts, operational mapping, and initial structure. *Revision 1* occurs here.
- Building the Structure | Weeks 2-4: Development of the site and drafting of frameworks. *Revision 2* occurs at the end of this phase.
- Refinement & Finish | Weeks 3-5: Finalizing content, technical SEO, and compliance checks. *Final Revision* occurs here, followed by handover.
- Handover or Partnership | Weeks 4-6: We provide the necessary training so that you are able to maintain the work you directed and support any staff who may need to maintain this. We'll build our exit strategy to reflect your needs, we can continue to provide the level of support required whilst avoiding unnecessary expenses. Every part of the process is bespoke as with the original proposal. This extends to annual, bi-annual, quarterly, and monthly policy reviews depending upon the nature of the organisation and their industry standards.

Progress Reviews & Adjustments:

- Weekly Progress Reviews: Every 7 days we will review progress against the remaining tasks, providing a short progress report at the end of the week.
- Extensions: If the complexity of a task requires more time, a 7-day extension will be added to ensure that we can deliver on the scope of the project in a manner that is most appropriate, not most timesaving.

Important Legal Notice & Terms of Engagement

To ensure a transparent and safe working relationship, please note the following regarding our services.

Modular Pricing & Services Structure:



Professional Status & Scope:

We provide Operational Architecture and Compliance Support based on ad hoc researched industry best practices and my own professional experience. Please be advised that:

- **Not Legal Advice:** We are not a solicitor or a legal firm. The documentation and advice we provide do not constitute "Legal Advice" as defined by protected legal functions.
- **Compliance Frameworks:** My role is to provide templates, structures, and guidance based on sector-specific risks from public and readily available sources of information. These are designed to assist you in meeting your obligations but do not replace the need for independent legal or specialized counsel where appropriate.

Client Responsibility:

The effectiveness of the operational frameworks depends entirely on the accuracy of the information provided by the client. It is the Client's Responsibility to:

- Review, act upon, and implement the findings and documents provided.
- Ensure that all staff are trained in the provided protocols.
- Verify that the final documents accurately reflect their real-world business practices.

Liability & Insurance:

We maintain Professional Indemnity Insurance up to £250,000 to cover the scope of my consulting work. However, we cannot be held liable for any regulatory actions, legal disputes, or operational failures arising from the client's failure to implement or maintain the provided frameworks, or for any changes made to the business model after the project handover.

Glossary:

Term / Abbreviation	Full Name	Meaning in Plain English
COSHH	Control of Substances Hazardous to Health	The law that requires employers to control substances that are hazardous to health, such as chemicals, fumes, or dust.
DPIA	Data Protection Impact Assessment	A process to help identify and minimize the data protection risks of a project or business process.
GDPR	General Data Protection Regulation	The core legal framework that sets guidelines for the collection and processing of personal information from individuals in the UK and EU.
IPC	Infection Prevention and Control	Evidence-based practices used to prevent the spread of infections in workplace environments (common in clinical or close-contact services).
JSON-LD	JavaScript Object Notation for Linked Data	A specialized code format used to help search engines (like Google) understand exactly what your business does and where you are located.
Protected Title	N/A	A professional title that is restricted by law to those who have specific qualifications or registrations (e.g., Solicitor, Doctor, Architect). We do not provide advice within these specific areas.
ROPA	Record of Processing Activities	A written record of all the ways your business handles personal data, which is a requirement under UK GDPR for most organizations.
SME	Small and Medium-sized Enterprise	Businesses that maintain revenues, assets, or a number of employees below a certain threshold (typically up to 250 employees in the UK).
UX	User Experience	The process of designing a website so that it is easy to navigate, logical, and provides a positive interaction for your customers.
WCAG	Web Content Accessibility Guidelines	A set of international standards used to ensure websites are usable by people with disabilities (such as visual or hearing impairments).

Scope Exclusions

Standard projects exclude the following unless explicitly scoped as custom module additions:

- Extensive copywriting or full brand creation from scratch (Core tier)
- Comprehensive data-governance manuals or custom software apps (Core & Growth tiers)
- Multi-location or multi-brand site rollouts (Growth tier)
- Formal legal advice or legal representation
- Long-term ongoing operational management (unless on a separate retainer)

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We provide Operational Architecture and Compliance Support based on researched industry best practices and professional experience.

- **Not Legal Advice:** We are not a solicitor or a legal firm. Documentation and advice provided do not constitute formal legal advice.
- **Compliance Frameworks:** Guidance, structures, and templates are provided from public sources to help meet your obligations, but do not replace independent legal counsel if required.

2. Client Responsibility

The effectiveness of operational frameworks depends on accurate information. The client is responsible for reviewing, implementing, and maintaining provided documents, ensuring staff training, and verifying that protocols match real-world business practices.

3. Liability & Insurance

We hold Professional Indemnity Insurance up to £250,000. We are not liable for regulatory actions or operational issues arising from a client's failure to implement frameworks or post-handover changes made to the business model.