

Apex: Web Solutions and Consultation

Apex helps local businesses get found online and turn searches into customers, with a focus on SEO, website development and advertising strategy. Every service below has a fixed price, so you know the cost before work begins. Work outside a fixed-price service is billed at the hourly rate for its category.

CONSULTATION

\$75 per hour

Strategy calls, audits, research, plans and presentations.

DEVELOPMENT

\$65 per hour

Websites, pages, forms, brand files, ad designs and video.

IMPLEMENTATION

\$60 per hour

Launch, setup, tracking, profiles, ad campaigns and ongoing management.

Rates are set at the low end of 2026 North Florida pricing for comparable work.

Consultation

Advice, research and plans you can act on.

CODE	SERVICE	PRICE
C-01	Discovery Call A 30-minute call to understand your business and goals.	Free
C-02	Strategy Session A working session by video call, with written notes and next steps.	\$75 per hour
C-03	Website and SEO Audit A written review of your site, search listings and tracking, with a prioritized fix list.	\$750
C-04	Digital Footprint and Launch Plan Email, forms, lead workflow, Google Business Profile, ads, legal and trust items, budget and launch order.	\$1,500
C-05	Local Marketing Plan Service zones, free channels, a seasonal calendar and ad concepts.	\$750
C-06	Advertising Strategy and Budget Plan Channels, budget tiers, cost per lead targets and a 90-day test plan.	\$1,000
C-07	Lead Tracking Plan Tracking codes, tagged links, QR codes and a lead sheet layout.	\$300
C-08	Market or Service Area Research Where your customers are and which areas to target first.	\$500
C-09	Presentation Deck Written and designed, delivered as PDF and PowerPoint. \$300 minimum.	\$65 per slide

CODE	SERVICE	PRICE
C-10	Call or Presentation Script A script for a sales call, pitch or video.	\$150
C-11	Research Brief A comparison of ad channels, vendors or tools with costs.	\$300

Development

Websites and marketing assets, built and tested.

WEBSITES

CODE	SERVICE	PRICE
D-01	Custom Homepage Design and Build Two design concepts, built for phone, tablet and desktop, with light and dark mode.	\$3,000
D-02	Additional Website Page A service, about or contact page with written copy.	\$150 each
D-03	Service Area Page, Standard A city page with a local introduction, nearby areas and service links.	\$75 each
D-04	Service Area Page, Custom A city page with unique local copy and your real job photos.	\$160 each
D-05	Careers Page and Application Form Roles, hiring FAQ and an application form.	\$400
D-06	Quote or Contact Form Field checks, spam protection and delivery to your inbox.	\$150
D-07	Technical SEO Setup Structured data, sitemap, robots file, canonical tags and social share tags.	\$500

WEBSITE PACKAGES

CODE	SERVICE	PRICE
D-08	Starter Website Homepage, 4 additional pages, quote form and technical SEO setup.	\$4,250
D-09	Local Service Website Homepage, 5 service pages, 10 standard service area pages, quote form and technical SEO setup.	\$5,150

BRAND AND ADVERTISING ASSETS

CODE	SERVICE	PRICE
D-10	Logo Cleanup and Brand Files Your existing logo or concept turned into clean vector, icon and social image files.	\$300
D-11	Static Ad Design One ad design, sized for two placements.	\$75
D-12	Print Design A flyer, door hanger or card, one side, print-ready.	\$100
D-13	Short Video Ad Up to 15 seconds, in vertical and wide formats.	\$250
D-14	Animated Explainer or Pitch Video Script, animation timed to voiceover and original music. 1-minute minimum.	\$750 per minute

Implementation

Setup, launch and the monthly work that keeps leads coming.

ONE-TIME SETUP

CODE	SERVICE	PRICE
I-01	Website Launch Domain connection, hosting, live forms, Google Search Console and sitemap.	\$300
I-02	Business Email Setup Google Workspace with SPF, DKIM and DMARC records.	\$200
I-03	Google Business Profile Setup Profile setup and optimization: categories, services, areas, photos and review link.	\$250
I-04	Analytics and Conversion Tracking Google Analytics 4 and Tag Manager, with form and call conversions.	\$300
I-05	Lead Tracking Setup Tracking codes, tagged links, QR codes and a shared lead sheet, built in your accounts.	\$200
I-06	Ad Campaign Setup One platform: Google Ads, Local Services Ads or Meta, with conversion tracking.	\$500 per platform

MONTHLY PLANS

CODE	SERVICE	PRICE
I-07	Website Care Plan Updates, backups, uptime checks and up to 1 hour of edits.	\$100 per month
I-08	Local SEO Management Profile posts, review responses, listings, page updates and a monthly report.	\$500 per month
I-09	Ad Management Campaign management and a monthly report. Ad spend is paid directly to the platform.	10% of ad spend, \$300 minimum
I-10	Apex Retainer 4 hours of work each month in any category, with a monthly check-in and report. Unused hours don't roll over.	\$200 per month

How Billing Works

1. Every project starts with a free 30-minute discovery call and a written quote before any work begins.
2. Projects of \$500 or more start with a 50% deposit, with the balance due at delivery. Projects of \$3,000 or more are billed 40% to start, 30% at design approval and 30% at launch.
3. Invoices are due within 15 days. Overdue balances may be charged 1.5% per month.
4. Two rounds of revisions are included on design, writing and video. More revisions are billed at the hourly rate for that category.
5. Hourly work is billed in 15-minute increments. Rush work needed in under 3 business days adds 25%.
6. Monthly plans are billed at the start of each month and can be canceled with 30 days' notice.
7. Third-party costs such as domains, software, email, printing and ad spend are paid by the client directly, in accounts the client owns.
8. The client owns the final files and accounts once paid in full. Apex may show completed work in its portfolio unless the client opts out.

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Book a Free 30-Minute Discovery Call

Invoices reference the service codes above, so every line on a bill matches this rate card.