



JW BUSINESS DIGITAL

# FOUNDING CUSTOMER OFFER

Professional Business Website

## £299

Introductory fixed website-build price for the first five businesses working with JW Business Digital.

**See your website before you commit.**

We create a private initial concept so you can see the proposed direction for your business before deciding whether you would like us to take it forward.

Personal service. Clear ownership. No unnecessary complexity.

## What's included

The Founding Customer Offer is designed for local and independent businesses that need a professional, credible online presence without agency-sized costs.

- A custom website designed around your business
- Mobile, tablet and desktop optimisation
- Core business pages/sections such as Home, Services, About and Contact as appropriate
- Clear calls to action for enquiries, calls or quote requests
- Contact details and social links
- Basic technical SEO foundations
- Domain connection and secure HTTPS/SSL setup
- Up to two reasonable revision rounds
- Production launch and final testing
- 30 days of post-launch technical support

### FOUNDING PRICE

£299 is an introductory build price for the first five JW Business Digital customers. It is intended to help us establish genuine local portfolio work while giving early customers strong value.

## What isn't automatically included

Complex e-commerce, large product catalogues, bespoke software, substantial automation, extensive copywriting, paid advertising, ongoing SEO campaigns, professional photography and specialist third-party systems are quoted separately where required.

If your business needs something beyond the Founding package, we will explain it and agree the cost before additional work begins.

# Your website. Your domain. Your accounts.

We believe the important digital assets behind your business should belong to you, not your web designer.

## You keep ownership of:

- Your domain name
- Your business email account
- Your payment/merchant account
- Your booking or specialist business accounts
- Your recovery and billing information

## JW Business Digital can help:

We can guide you through setup and handle the technical configuration needed to connect these services to your website.

### THIRD-PARTY COSTS

Domain registration, Microsoft/Google business email, Stripe/Square transaction fees, booking software and other third-party services are customer-owned and normally paid directly to those providers. You only pay for services your project actually needs.

## Optional Managed Care

**£29 per month** - optional introductory Managed Care for customers who want JW Business Digital to continue looking after the technical side after launch.

Managed Care is intended for routine website oversight and minor ongoing changes within the agreed allowance. New pages, redesigns, substantial content work and new integrations are quoted separately.

You own it. JW looks after it.

# How the Founding Customer process works

## 1. We look at your business.

We identify what your current online presence is missing and what a useful website should achieve.

## 2. You see the direction before committing.

Where appropriate, we prepare a private initial concept. This is a visual starting point for discussion, not a completed free website.

## 3. We agree the scope and price.

You know what is included, which third-party services are needed and what they cost before production begins.

## 4. We build and refine it with you.

The site is adapted around your real services, branding, content and customer journey.

## 5. We test and launch.

Desktop, tablet, mobile, domain, HTTPS and relevant contact journeys are checked before completion.

## 6. You retain ownership.

Your important accounts remain in your name, with optional ongoing support from JW Business Digital.

### NO HARD SELL

Seeing a concept does not oblige you to proceed. If you do choose to work with us, the agreed Founding Customer scope is £299.

## Interested in becoming a founding customer?

Jonathan Whittaker

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Founding Customer places are limited to the first five qualifying businesses. Offer scope and availability are subject to written quotation and acceptance.

Market reference checked August 2026: comparable UK/South Wales small-business website offers commonly begin around £199-£499, with more developed packages moving above £500. JW's £299 Founding Customer price is an introductory portfolio-building offer, not a permanent standard price.