

Wholeworks Digital · Suffolk & Essex · fixed prices · you own everything

Websites for owner-led businesses

Most businesses I work with already have a site and a booking system. So it starts with a free 20-minute look at what you have: keep what works, fix what doesn't, and rebuild only if that's what it needs. Everything is written and built for you, approved from screenshots before it goes live, then looked after so you never have to touch it.

- Classes, coaching & fitness
- Health, beauty & wellbeing
- Professional services
- Trades & home services
- Retail, food & venues · Charities & CICs
- Established companies due a rebuild

Which one is for you?

- Your site works, but brings in little.** The two-day tune-up, £950, or £750 for the first three founding clients booked by 31 October.
- You're weighing up a rebuild, or the site is bigger than a few pages.** The review, £450, credited if you go ahead.
- No site, or one you'd rather not send people to.** A rebuild: £750 for a one-page site, £1,250 for most businesses.
- Not sure?** A free 20-minute look at your current site, no obligation.

Recent work

Startstrong Fitness CIC, the free parent & baby fitness CIC my wife Emma runs across Ipswich, Colchester and Stowmarket, rated 5.0 on Google and covered by BBC News. Rebuilt in 2026: site, copy, live timetable, photos and Google listing. On screen in about three seconds on a slow mobile connection. startstrongfitnesscic.com

Accessibility	Best practice	Search set-up
100/100	100/100	100/100

Google Lighthouse scores, mobile, measured 8 September 2026.

The two-day tune-up

For a site that is sound but losing customers. I looked at thirteen local business sites in September 2026 and found the same faults again and again: all cheap to fix, all easy to see on a phone, all measurable before and after. So this is a fixed package with a named list, on your current platform: WordPress, Wix, Squarespace, Shopify or anything else.

£950 fixed · two days · founding clients £750	Speed: images compressed and the heaviest things on the page fixed, so it appears on a phone in seconds, not tens of seconds (on Wix and Squarespace, as far as the platform allows) Prices on the page, or "from" prices, where a customer currently has to email to find out A booking route: your Calendly, Fresha or Acuity wired to the buttons, in place of a form that promises a callback Search snippet written: title, description and the picture that shows when the link is shared Proof: named reviews placed where the decision is made, and a tap-to-call number on every page A proofread of every page, typos and placeholder text gone, old pages redirected, analytics switched on
Measured before and after, so you see the difference in numbers. No review needed first: the free 20-minute look tells us whether this is the right call. Anything found on the day that is not on the list is agreed before it is done; more than two days is £480 a day. Half to book the two days, half when the after-measurements are in.	

A review, when the decision is bigger

For a larger site, a business with several systems behind it, or anyone weighing up a rebuild. You get a written report and a call, and the fee comes off any tune-up or rebuild you book within 60 days.

£450 fixed · credited against a tune-up or rebuild	Speed, phone experience and accessibility, measured, not guessed Where you appear on Google and what is holding you back Every page read as a customer: what is missing, what puts them off, what to cut Your booking, enquiry and payment paths tested end to end, on the system you already use A map of your systems: bookings, payments, customer records, email marketing, members' logins. What links, what embeds, what stays exactly where it is
Delivered within 10 working days as a written report and a 45-minute call.	A prioritised list: quick wins this month, then what a rebuild would change

Four sizes of rebuild

When a rebuild is the answer. Every site includes the words as well as the design: I write your pages from a call with you, so nobody is staring at a blank box. Your existing booking system, payment provider and email stay exactly as they are. The first three are fixed prices; Scale is scoped from the review. No VAT to add.

	One-page Solo practitioners	Most businesses Launch Classes, coaches, small teams	Grow Booking or payments on the site	Scale Established companies
Pages	1 long page	Up to 5	Up to 10	As many as you need
Your words, written from a call	✓ 45 min	✓ 45 min	✓ 90 min	✓ Workshop with your team
Your logo, colours and photos	✓	✓	✓	✓ Brand refined where it needs it
Contact form to your inbox	✓	✓	✓	✓ Into your CRM
Works on phones, fast, accessible	✓	✓	✓	✓ Audited and signed off
Google Business Profile tidied	–	✓	✓	✓
Share cards for WhatsApp and Facebook	–	✓	✓	✓
Your booking and payment system	Linked, kept as it is	Linked, kept as it is	✓ Built in (Bookwhen, Class4Kids, Acuity, Fresha, Stripe and others)	✓ Built in, plus CRM, newsletter and shop
News or blog page	–	–	✓	✓ Your team edits it themselves
Search set-up and analytics	–	Basics	✓ Full	✓ Full, with conversion tracking
Moving from your old site	✓ Old addresses redirected	✓ Old addresses redirected	✓ Redirects, content moved across	✓ Every address redirected, rankings kept, content and news moved
Photo shot list and direction	–	–	✓	✓
Training for your team	–	–	–	✓ Half a day
Live from your answers and photos	1 week	2 weeks	4 weeks	6 to 10 weeks
Price	£750 Founding: £600	£1,250 Founding: £1,000	£2,750 Founding: £2,200	From £5,500 Scoped after the review

Half is paid to book your slot, half when you approve the finished site, before it goes live. Scale is billed in three stages against a written scope. Anything outside the agreed scope is £60 an hour in half-hour blocks, agreed first.

Then a care plan looks after it

Hosting, domain, updates and changes, done for you, with somebody checking it still works. Starts when the site goes live; three months minimum, then monthly, cancel any time. Leave, and everything is handed over within 14 days and keeps working.

Essentials	Business	Partner
£59 a month · founding £49 for a year	£149 a month	From £400 a month
Hosting, domain, and the email records that keep your mail delivering	Everything in Essentials	Everything in Business
Two content changes a month	Five changes a month, done within two working days	Half a day a month of improvements: new pages, campaigns, experiments
Monitoring, backups and security updates	A monthly report: visits, enquiries, what changed	A quarterly review meeting with your team
A check-in every quarter	Search and speed checked every month	Same-day response on anything urgent

Email on all three plans means your domain's records (the settings that stop your mail landing in spam), not running staff mailboxes. Teams that want their mailboxes looked after add the line below.

Team mailboxes looked after · Google Workspace or Microsoft 365: new starters, leavers, passwords, shared inboxes, security checks. **£4 per mailbox a month** on any plan, so a team of 20 is £80. Hosting on your own servers or your IT provider's is fine too: the plan price stays the same.

How it works

1	A call, and a look at what you have. What you do, who it's for, what you want people to do on the site, and what your current site and booking system already do well.	45 to 90 min
2	Your answers and photos. A short questionnaire and a list of the photos that would help, with what to take and what to avoid.	Your pace
3	I write and build. Pages, words, images, forms, the Google listing.	1 to 4 weeks, longer for Scale
4	You approve from screenshots. Every page, on a phone and a laptop. Changes until you're happy; nothing goes live until you say so.	Usually 2 rounds
5	Live, in your name. Domain and hosting set up in your accounts, a handover note, and the care plan begins.	Launch day

You own everything

Your domain, registered to you
Your hosting account, in your name
Your words, photos and site files
No lock-in: leave and it keeps working
Your customers' data stays in your systems. For anything I handle, I sign a data processing agreement

Quoted separately

Logo and brand design
Photography
Online shop, memberships or logins (included in Scale)
Print: flyers, banners, cards
Social media and ongoing content

Founding clients

Three founding places, until 31 October 2026

The first three tune-ups or fixed-price builds booked get the founding prices above (£200 off the tune-up, 20% off a rebuild) and Essentials care at £49 a month for a year. In return I'd like a short testimonial once you're live, and to show your site as an example of my work. For a Scale rebuild the review is free instead.

Met me through The Success Circle? Say so when you get in touch: I'll fit a free 20-minute look at your current site around your next meeting, before you decide anything.

Wholeworks Digital · hello@wholeworksdigital.com

Email what you do and a link to anything you have now, and I'll come back within two working days with which option fits and a date I can start.

I'm a software engineer in Ipswich, and Wholeworks Digital is my company. I built and run the systems Startstrong Fitness CIC runs on, from the public site to the evidence system behind its grant reports.

Issued 17 September 2026. These prices hold until 31 October 2026, and there is no VAT to add to any of them.

Prices hold until	31 October 2026
Last checked	17 September 2026: Google's Lighthouse audit on a phone scores this page 100 for accessibility, 100 for best practice and 100 for search set-up.
Company	Wholeworks Digital Ltd, registered in England and Wales, company number 17464622. Registered office: 30 Masterson Grove, Kesgrave, Ipswich, England, IP5 2DT.