

What's inside every Emberwright site

A website is more than what shows on the screen. Here's the work behind every site I build, in plain words: what keeps it secure, helps people find it, makes it easy to use, and keeps it yours. Package prices and plans are on the price sheet that comes with this guide.

Most of this comes with every site. Anything that belongs to a larger package, or is an optional add-on, is marked:

MULTI-PAGE & COMPLETE SITE From the Multi-Page Site up

COMPLETE SITE Part of the Complete Site package

ADD-ON Optional, quoted to fit

Built to be trusted

The basics that protect your visitors, your inbox and your good name.

The padlock (HTTPS)

Every page loads over an encrypted connection, shown by the padlock in the browser. **WHY IT MATTERS:** Browsers flag sites without it as "Not secure," and what visitors type stays private.

Extra protection against common attacks

Settings that tell browsers what your site may load, and to refuse anything else.

WHY IT MATTERS: It blocks common tricks, like hiding your site inside another page or slipping in outside code.

Nothing extra to break into

Finished pages, with no plugins, database or admin login on the site itself.

WHY IT MATTERS: No plugin to fall out of date, and no login screen for anyone to guess at.

Built to be found

Setup that helps search engines and social apps understand your site and show it well.

What is SEO? SEO, short for search engine optimization, is the work that helps search engines like Google find your site, understand what each page is about, and show it to people looking for what you offer. Some of it happens behind the scenes, in page titles, descriptions and files written for search engines. Some of it is in the words on the page, in clear language that matches what your customers search for. For a small business, it's how someone who has never heard of you can still find you.

A clear title and description for every page

Each page gets its own title and summary, usually what shows in search results.

WHY IT MATTERS: People know what they'll find before they click, and so do search engines.

One official address for each page

A canonical tag tells search engines which web address is the official one.

WHY IT MATTERS: If a page can be reached more than one way, the right address is the one shown.

A sitemap and robots.txt

A list of all your pages, plus a short file telling search engines what they may read.

WHY IT MATTERS: Search engines can find every page, even ones few other pages link to.

Link previews that look right

A chosen picture, title and description (a social card) for when your link is shared.

WHY IT MATTERS: Shared links look deliberate and recognizable, not like a blank box.

Google Search Console, in your name

Google's free tool for site owners, set up in your own Google account. **WHY IT MATTERS:** You see which pages Google has found and any problems it runs into.

Details search engines can read directly

COMPLETE SITE

Structured data that gives search engines your business details: name, service area, hours and phone. **WHY IT MATTERS:** Search engines understand your business accurately instead of guessing.

What Complete Site adds. On top of everything marked Every site:

- Structured data for your business: name, service area, hours and phone
- Help setting up or tidying your Google Business Profile
- Redirects from your old site's main pages when the new site replaces one, so existing links still land in the right place
- A 30-minute walkthrough call after launch

Not included in any package: ranking guarantees, ongoing SEO, blog writing, ads or link building.

What I can't promise. Nobody can guarantee rankings or instant results on Google, and I don't promise them. Google decides where pages appear, and a new site can take anywhere from a few days to a few weeks to show up in search. What I control is the setup and the checks, and I handle both before your site goes live.

Built for real people

Checks that make your site comfortable to use, whoever is visiting and whatever they're holding.

Mobile-friendly layouts

Every page is laid out and checked for phones, tablets and computers.

WHY IT MATTERS: Many people will first see your business on a phone, so it has to work well there.

Works with a keyboard

Everything clickable also works from a keyboard, with a visible outline showing where you are. **WHY IT MATTERS:** Some people browse without a mouse or touchscreen; your site shouldn't shut them out.

Calmer motion on request

If a device is set to reduce motion, your site's animation settles down or switches off.

WHY IT MATTERS: On-screen movement can make some people dizzy; this respects the setting they chose.

Measured color contrast

Text and background colors are checked with a contrast measurement, not by eye.

WHY IT MATTERS: Words stay readable in sunlight, on older screens and for weaker eyesight.

Images described in words

Meaningful images get a short text description; decorative ones are marked to be skipped. **WHY IT MATTERS:** Screen-reader users, and search engines, can understand what your pictures show.

Fast, lightweight pages

Lean, ready-made pages, with images sized and compressed for the web.

WHY IT MATTERS: Pages load quickly, even for someone on a weak phone signal.



Built to work

Everything gets tested before launch, so your first visitor isn't the one who finds a problem.

Forms that reach you, minus the spam

Each form message goes to your email, with automated spam screened out.

WHY IT MATTERS: Real inquiries arrive where you'll see them, with far less junk to wade through.

Live on your own domain

Your site goes live at your own web address, connected and checked on launch day.

WHY IT MATTERS: Your web address becomes part of your brand, from business cards to search results.

A branded 404 page

A broken or mistyped link lands on a page that matches your site and points the way on.

WHY IT MATTERS: A dead end becomes a way back in, not a bare error that makes the site look broken.

A pre-launch check across pages and devices

Before launch, I check every page, link and form at phone, tablet and desktop sizes.

WHY IT MATTERS: Problems get caught by me, not by your first customers.



Yours to keep

What stays with you after launch, and help that's there if you want it.

You own the website

Once the project is paid in full, the finished website files are yours. **WHY IT MATTERS:** The site belongs to your business, not to a platform or to me.

Accounts in your name

Your domain, hosting and other accounts stay in your name. **WHY IT MATTERS:** You always hold the keys to the pieces your website depends on.

Hosting and your domain are quoted separately from the build.

A build log for future updates

A written record of how your site was built: pages, settings and the decisions behind them. **WHY IT MATTERS:** Future changes go faster and more safely, because nothing relies on memory.

The 30-day Launch Warranty

For 30 days after launch, bug fixes, typos, broken links and display glitches on any device are fixed at no charge.

WHY IT MATTERS: If anything slipped past the checks, you're covered while the site settles in.

A personalized Launch Guide

A PDF + email covering your site, logins, domain, and care options. **WHY IT MATTERS:** When a question comes up after launch, the answer is in one place, written for your site.

Website Care, if you want it

ADD-ON

Optional monthly plans for content updates, plus a watch on your domain, HTTPS and uptime. **WHY IT MATTERS:** Your site stays current without you learning to edit it. Plans run month to month.

You can add a plan any time after launch. No plan? One-off updates are billed by the hour. Plans and prices are on the price sheet.



Need more? Build on any package.

Any package can grow with your business. Each addition is quoted to fit your project, and like everything else, the final price is confirmed after a quick scope review. Starting prices, where one applies, are on the price sheet.

Extra pages or sections CUSTOM WEBSITES

A new service page, gallery, FAQ or seasonal section, at launch or later.

Booking and appointment requests

INCLUDED WITH COMPLETE SITE · ADD-ON FOR OTHER PACKAGES

A request form that gathers what you need, so you confirm times your way.

Online ordering and secure checkout

CUSTOM WEBSITES

Customers order and pay through an established checkout service, set up in your name.

Quote and estimate calculators

DIGITAL TOOLS & WORKFLOWS

An on-page calculator that gives a starting estimate from your own pricing.

Custom forms and intake workflows

DIGITAL TOOLS & WORKFLOWS

Forms built around the questions you actually ask, with answers kept organized.

Branded form emails

DIGITAL TOOLS & WORKFLOWS

An instant, branded confirmation to your customer and a clean, formatted notice to you, sent from your own domain and authenticated so they're less likely to land in spam. The contact form on emberwrightstudio.com works this way.

Google Business Profile help

INCLUDED WITH COMPLETE SITE · ADD-ON FOR OTHER PACKAGES

Help setting up or tidying your free Google listing for Maps and local search.

Logos, brand materials and printable pieces

BRAND & SUPPORTING MATERIALS

A logo or brand kit, plus price lists, order forms and one-pagers that match.

Product images and mockups

PRODUCT VISUALS & VIDEO

Consistent product images and short videos, sized for your site, social and marketplaces.

Ongoing updates with Website Care

WEBSITE CARE

Monthly plans for changes after launch, with a watch on your domain, HTTPS and uptime.

Not sure what you need? Tell me what you're trying to do, and I'll recommend what fits.

Ready to start your site?

It starts with a short questionnaire and a conversation. I'll recommend the package that fits and anything worth adding, then we'll build it together.

START A PROJECT

emberwrightstudio.com/website-intake.html

ASK ME ANYTHING FIRST

david.rao@emberwrightstudio.com

I'll reply personally, usually within a day.