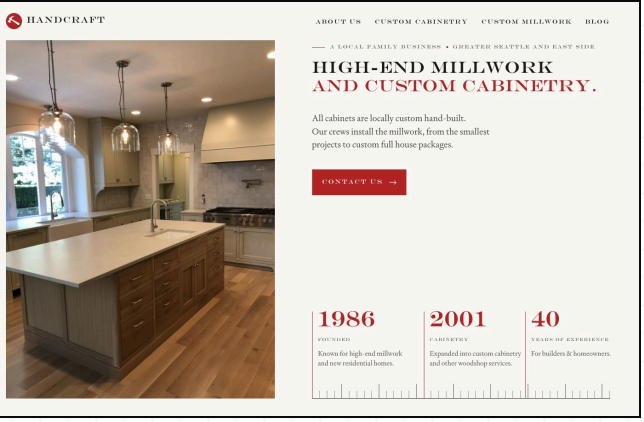
# A new website for Handcraft.

PREPARED FOR THE HANDCRAFT TEAM · BY ERIC BERG, CRUSH

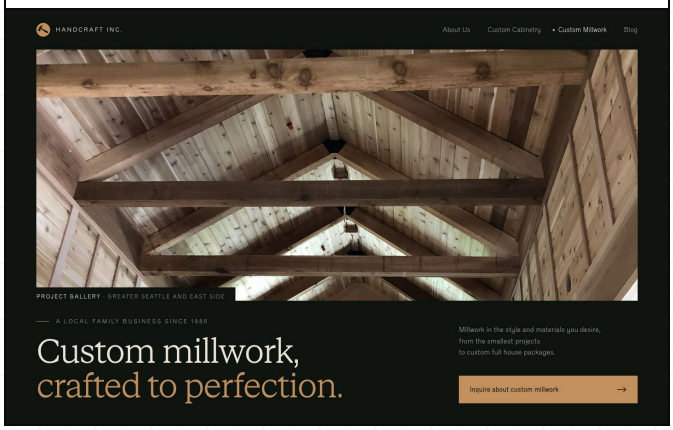
THE TOP OF YOUR HOMEPAGE

## Three ways it could look. Pick one, and we build the rest in it.

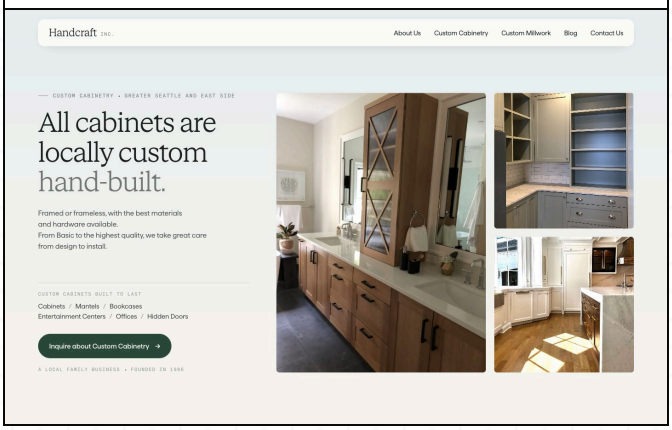
01 SINCE 1986




02 CUSTOM MILLWORK




03 HAND-BUILT




THE LAUNCH

**$2,500**

for $3,660 of work, one time

LIVE

**Within a week**

of saying go

YOURS

**Yours to keep**

site and files in your name

01 WHERE WE STARTED

# What we built it around.

01 **High-end millwork and custom cabinetry built to impress**

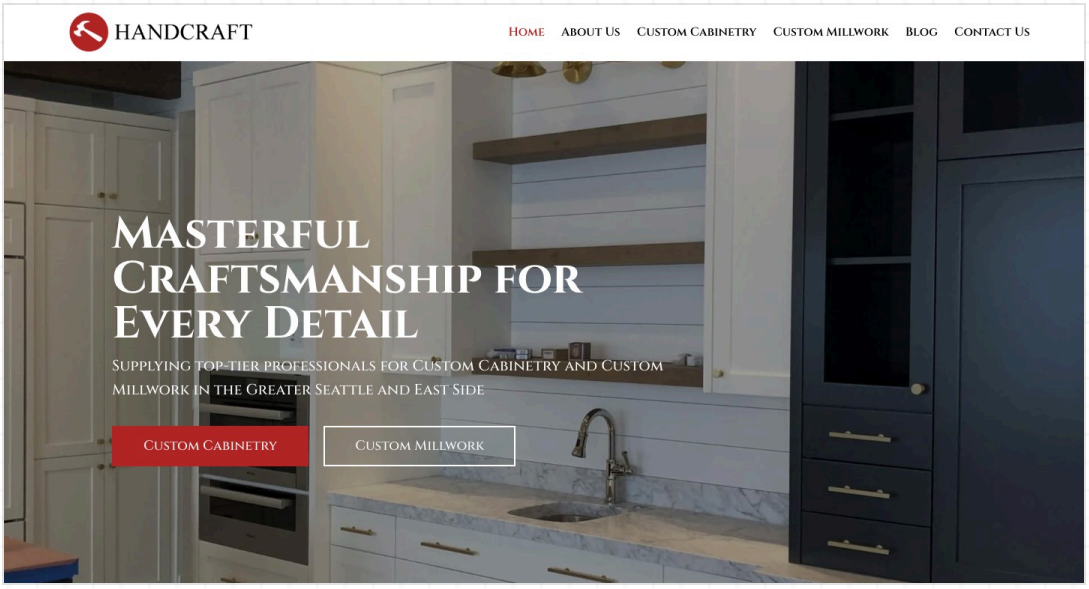
From your About page. Option 1 sets your 1986 and 2001 beside your kitchen.

02 **Custom millwork, crafted to perfection**

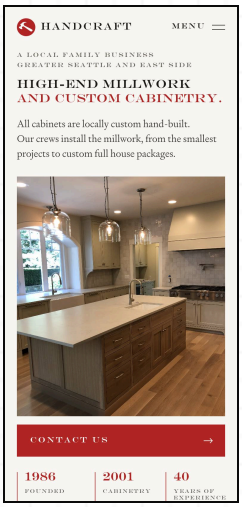
From your Custom Millwork page. Option 2 opens on your timber roof.

03 **All cabinets are locally custom hand-built**

From your homepage. Option 3 shows three of your rooms.




TODAY




ON A PHONE

02 WHAT YOU GET

# Pay for the website. Get the whole launch.

| | | |
|---|---|---|
| 01 | **The website**<br>A new site for Handcraft: the homepage, galleries of your cabinetry and millwork, your process and a project enquiry form, built out from the top you've just seen. Live on your domain within a week of saying go. | $2,500 |
| 02 | **A launch promo**<br>A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post. | $140 |
| 03 | **A launch email**<br>Designed and written for your past clients and trade contacts, so the people who already know your work hear about the new site from you. | $350 |
| 04 | **A launch ad set**<br>Twelve launch graphics for your own channels (email, socials, site banners), each sized for feeds and stories, with moving versions of the best four. | $350 |
| 05 | **A phone receptionist, first month**<br>From Hire Whoever, our sister company: a voice assistant that answers your shop line while you're at the saw, so new kitchen enquiries still get an answer, and every call becomes a short written record. | $105 |
| 06 | **30 days of changes**<br>Text or email us what to change. It's live the next business day. | $35 |

PLUS, WHEN YOU SAY GO BEFORE 8 NOVEMBER 2026

| | | |
|---|---|---|
| BONUS | **Launch email setup**<br>We set up the launch email and line it up for your past clients and trade contacts, ready to go out on launch day. | $180 |

| TOTAL VALUE | YOU PAY | THE ONE-WEEK PROMISE |
|---|---|---|
| ~~$3,660~~ | $2,500 | If the site isn't live within a week of go, your first three months of changes are free. |

ALL PRICES IN US DOLLARS. EACH VALUE IS OUR OWN PRICE FOR THAT PIECE ON ITS OWN.

03 HOW IT GOES

# Live within a week of go.

DAY 0

### You say go

You pay the 50% deposit and give us access to your domain and current site. Your live site won't change until you say.

DAYS 1 TO 7

### We finish the site

We build these pages into your full site. You see every page in a preview before anything goes live.

LAUNCH

### It goes live

The new site goes live on your domain, and the promo and launch email are ready to go out with it.

30 DAYS

### Changes, next day

Text or email a change and it is live the next business day.

04 INVESTMENT

| The launch | $2,500 |
|---|---|
| To start, when you say go (50%) | $1,250 |
| When the site goes live | $1,250 |

AFTER LAUNCH: MONTHLY PLANS FROM $250, ONLY IF YOU WANT ONE

| | |
|---|---|
| **Care**<br>Site care and hosting, unlimited edits live the next business day, your Google listing kept current. | $250/mo |
| **Grow**<br>Everything in Care, plus SEO: a new page or article a month, a Google and AI check, one campaign from your site. | $500/mo |
| **Growth Partner**<br>Everything in Grow, plus full SEO and every campaign piece each month: emails, promos and ads. | $1,000/mo |

05 WHAT YOU OWN

- The site and every file, in your name.
- Your project photos, enquiry form and contact details carry over.
- No commitment on anything monthly. Cancel anytime; the site stays yours.

06 QUESTIONS

# The usual questions.

01

## Will moving hurt my Google ranking?

We move it carefully. Every page address on your current site keeps working or forwards to its new page, and your titles and business details carry over, so nothing Google already knows about breaks. The new site is fast and built for phones first, which Google rewards. We don't promise rankings.

02

## Is it secure?

Yes. It's built lean and tested on a preview before anything goes live, and your enquiry form keeps sending to the same inbox it does now.

03

## Who owns it?

You do. The design and every file sit in your name. Your domain stays with you; nothing of ours renews unless you ask.

04

## How do I make changes?

Text or email me the change and it's live the next business day. The first 30 days are free. After that, unlimited changes come with any monthly plan, from $250 a month, cancel anytime.

05

## When do I pay?

Half ($1,250) when you say go, the rest ($1,250) when the site is live. You've seen the homepage before paying anything.

06

## What about new projects?

Then the gallery grows with you. New kitchens and built-ins are easy to add, and I'll load your best past projects into it as part of the build.

07 NEXT STEP

# Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 1 December 2026.

Say go by email

See the first look again



Eric Berg

CRUSH DIGITAL ATELIER · ERIC@CRUSHHH.CO · CRUSHHH.CO