



*Websites and brand identity for businesses
that are ready to look the part.*

Price List

Foundation

Get your business looking right.

From \$1,190

For businesses that don't have a decent website yet — or have one that isn't doing them justice.

Brand

- Existing logo cleaned up and refined where needed
- Core colour palette and typography selection
- Basic visual direction

Website — one page

- Custom-designed scrolling homepage
- Hero, services, about, and contact sections
- Testimonials and gallery, where available
- Enquiry form, click-to-call / email buttons, social links
- Optimised for mobile, tablet, and desktop

Digital setup

- Domain registration, DNS, and SSL/HTTPS
- Google Business Profile connected and optimised
- Google Analytics and Search Console
- Sitemap, indexing, and basic on-page SEO
- Local business schema, where appropriate

Identity

Turn your business into a recognisable brand.

From \$2,290

Everything in Foundation, with a full brand identity and a bigger website built around it.

Brand identity

- Logo refinement or redesign, with primary and secondary versions
- Icon or mark, where appropriate
- Colour system and typography system
- A short brand guideline document

Website — 5 to 7 pages

- Home, About, Services, Projects, individual service pages, Testimonials, and Contact
- Conversion-focused structure with a project / case-study system
- Image galleries, review integration, and FAQs
- Custom enquiry forms, maps, and service areas
- Copy editing throughout

Photography

- A 2–3 hour session on-site
- Around 20–30 professionally edited images
- Covers your team, premises, and work in progress
- Used as hero imagery across the new site

Digital

- Keyword research and local SEO optimisation
- Google Business Profile optimisation
- Analytics and Search Console
- Business email setup, up to 3 mailboxes (e.g. hello@yourbusiness.co.nz)
- Social profile branding

The email subscription itself (Google Workspace, Microsoft 365, etc.) is billed separately by the provider — this covers getting it set up properly.

Alter

We don't redesign your website. We alter how your business is perceived.

From \$3,750

Everything in Identity, with brand strategy, a bespoke website, and a full day of content.

Brand strategy

- Discovery session, competitor review, and positioning
- Messaging and tagline development

Visual identity

- Primary and secondary logo, plus a brand mark or icon
- Supporting graphic language
- Full typography and colour systems
- Complete brand guidelines

Website — 8 to 12+ bespoke pages

- Fully custom layouts and an advanced case-study system
- Conversion-focused structure, custom forms, and integrations
- Subtle motion, a strong mobile experience, and performance optimisation
- Analytics and conversion tracking, copywriting throughout

Content production

- A full day of commercial photography on-site
- A large library of edited images — portraits, process, premises, projects

Digital

- Full technical and local SEO foundation
- Analytics and Search Console
- Google Business Profile overhaul
- Domain management and business email setup

Physical brand

- Business card and email signature design
- Merchandise or workwear design
- Vehicle or signage concepts, where relevant
- Social media profile templates

Video and drone photography can be added to any package — see À la carte.

Ongoing care

A website needs upkeep once it's live. Care plans keep hosting, security, and small updates handled, so you don't have to think about it.

	Foundation Care	Identity Care	Alter Care
	\$39 /mo or \$390 / yr	\$69 /mo or \$690 / yr	\$149 /mo or \$1,490 / yr
Hosting management	✓	✓	✓
SSL / DNS management	✓	✓	✓
Domain management	✓	✓	✓
Form monitoring	✓	✓	✓
Website maintenance	✓	✓	✓
Analytics	—	✓	✓
Small content changes	—	30 min/mo	2 hr/mo
Priority support	—	—	✓
Quarterly website review	—	—	✓

Care plans are billed separately from project work and can be started any time after launch. No lock-in contract — cancel any time.

Good to know

- All prices are in NZD
- "From" prices are genuine starting points — most quotes land at or near this figure
- Bigger sites, extra pages, or specific requests are quoted above the from-price, and agreed with you before work starts
- Packages can be mixed and matched — talk to me if none of the three fit exactly
- Every project starts with a short discovery chat to confirm scope and timeline
- A deposit secures your place in the schedule, with the balance due on delivery

À la carte

Individual services — for one-off jobs, or add-ons to any package on the previous pages.

Websites

One-page website — build only	from \$990
3–5 page website	from \$1,490
6–10 page custom website	from \$1,990
Large / custom website	from \$2,990
eCommerce website	from \$4,490
Website redesign / refresh	from \$890
Additional standard page	\$250–400
Complex / custom page	\$400–750+

Domains, Google & analytics

Domain + DNS setup	\$150 + domain
Google Business setup	\$250
Google Business overhaul	\$350
Analytics + Search Console	\$180
Business email setup	\$150
Email migration, multiple users	from \$250

SEO

Basic SEO setup	\$350
SEO audit	\$450
Ongoing local SEO	from \$450/mo

Branding

Logo refinement	from \$450
New logo + mini identity	from \$950
Full brand identity	from \$1,750
Full identity + guidelines	from \$2,250
Social media brand kit	\$350
Business card design	\$180
Email signature design	\$150
Merchandise / workwear design	\$200/item

Photography & video

Photography, 2 hours	\$450
Photography, half day	\$650
Photography, full day	\$1,050
Drone photography add-on	\$300
Standalone drone shoot	from \$500
Short social video	from \$450
Brand film, 60–90 sec	from \$1,500

Other

Copywriting / copy polishing	from \$150/pg
General design & development	\$110/hr



Let's talk about your project.

alter.nz

Prices in this document are indicative starting points, and can flex around what you actually need. Get in touch for an exact quote.