



PRICING GUIDE

Websites, custom apps, SEO and ongoing support.
Clear guide prices, with bespoke work quoted to scope.

Beautiful websites. Brilliant apps. Better business.

AT A GLANCE

Pricing at a glance.

Useful starting points. We confirm the exact scope and price before work begins.

PROJECT PRICING

PREMIUM WEBSITE	CUSTOM APP	SEO PLUS
from £995	from £750	£250 one-off
Premium business websites, shaped around the agreed content and customer journey.	Focused tools, workflows and customer-facing apps built around a defined process.	Extra hands-on SEO work at launch, on top of the SEO basics already included.

ONGOING SUPPORT

HOSTING	CARE	GROWTH
£15 / month	£35 / month	£55 / month
Required for live SygmaCloud websites. Managed hosting, SSL, deployment and basic technical upkeep.	Hosting plus minor maintenance and support for small changes to the existing site.	Care plus ongoing SEO attention and modest changes to the existing site.

Hosting is required for live SygmaCloud websites

Every live website needs at least the £15/month Hosting plan. Care and Growth replace Hosting rather than sitting on top of it. If hosting fees remain unpaid, the website may be suspended after reasonable notice until the account is brought up to date.

Guide prices are indicative and subject to scope. VAT, where applicable, and third-party costs are shown separately in the quotation.

Website pricing

A website can be a compact, premium brochure site or a much broader build with more pages, custom sections, integrations and content work. The price follows the scope.

TYPE	GUIDE PRICE	TYPICALLY SUITS
Premium website	from £995	A focused premium site with the core pages/sections, responsive design, technical setup and launch support.
Typical business website	£1,250 - £2,250	More content, more page/section variety, more bespoke layout work and a more involved customer journey.
Larger / bespoke website	£2,250 - £4,000+	For larger information architecture, more complex design, significant integrations, custom functionality or a broader content requirement.

What is normally included

- **Responsive build:** designed to work properly across desktop, tablet and mobile.
- **SEO Basic:** sensible technical foundations, structure, page titles/meta, sitemap/indexing basics and search-ready build.
- **Launch setup:** deployment, SSL, domain connection and final checks for the agreed website.
- **Agreed revision work:** refinements that stay within the original brief and scope of the quotation.

Usually priced separately

- Additional pages or sections that were not part of the agreed scope.
- Major changes of direction after design/build work has started, or repeated redesign rounds beyond the agreed brief.
- Copywriting, photography, paid stock imagery, specialist illustration or brand identity work unless specifically quoted.
- New integrations, ecommerce, booking systems, memberships, substantial forms/workflows or other functionality added later.
- Third-party subscriptions, domain registration/renewal fees, payment-provider charges, paid plugins/services or external licences unless stated otherwise.

Software shaped around the process.

App pricing is driven by what the tool needs to do, who needs to use it, the amount of logic/data involved and how polished the finished experience needs to be.

EXAMPLE	GUIDE PRICE	SCOPE
Simple app / focused tool	from £750	A tightly defined calculator, internal tool or simple workflow.
Quote generator	£995 - £1,500	Guided inputs, pricing logic and a polished quote/output.
Report / document generator	£995 - £1,750	Structured inputs that create a polished branded report or document.
Website + app combination	£1,750 - £2,750	A joined-up website and focused custom app/customer workflow.
Client portal	£1,750 - £3,000	A more involved login-based experience, depending on data, permissions and features.
Larger bespoke software	from £3,000	More complex workflows, data structures, integrations or multi-user functionality.

A note on bespoke app pricing

Apps can vary significantly even when they sound similar on paper. A quote generator with ten simple inputs is a very different build from one with customer accounts, approvals, complex pricing logic and integrations. We scope the actual workflow first, then price it clearly.

SEO PLUS

£250 one-off

SEO Basic is already built into every website. SEO Plus is the extra layer for businesses that want more hands-on SEO time at launch, without committing to an ongoing SEO service.

- Search Console setup / connection and launch checks.
- Keyword and page targeting for the agreed core pages.
- Local SEO, schema and page-level optimisation where useful.
- Additional title, metadata and content refinements before launch.

Not included: ongoing monthly SEO, content creation at scale, backlink campaigns, paid advertising or guaranteed search rankings. Ongoing SEO sits within the Growth plan or can be separately scoped.

Choose how involved you want us to stay.

All live SygmaCloud websites require a hosting plan. Care and Growth simply add more ongoing involvement; they are not extra charges on top of Hosting.

	HOSTING	CARE	GROWTH
Monthly price	£15	£35	£55
Managed hosting / SSL / deployment	✓	✓	✓
Basic technical upkeep	✓	✓	✓
Minor maintenance / support	✗	✓	✓
Minor amendments to existing content	✗	✓	✓
Ongoing SEO attention	✗	✗	✓
Modest ongoing site improvements	✗	✗	✓
New pages / new features / redesign work	✗	✗	✗

What counts as a minor amendment?

A minor amendment is a small change to an existing page or element that does not require a redesign, new functionality or a meaningful change in scope. The aim is to make ongoing support easy, not to turn every tiny tweak into a new quote.

- Changing a phone number, email address, opening hours or short piece of text.
- Replacing an existing image with a supplied replacement.
- Updating a link, button destination or small existing call-to-action.
- A small formatting, spacing or content correction within an existing layout.

What is normally separate project work?

- A new page, new section type or substantial restructure of an existing page.
- New functionality, integrations, forms, calculators, booking/payment features or app logic.
- Substantial copy changes, repeated redesigns or a change in creative direction.
- Large batches of updates or work that is better treated as a defined mini-project.

If something has moved beyond a minor amendment, we will normally tell you before doing the extra work and agree the price or scope first.

A few things worth knowing.

The project quotation and agreed scope take priority where they are more specific.

Scope and pricing

Guide prices are starting points. We agree the scope and confirm the project price before work starts.

Revisions and changes

Reasonable revisions within the agreed brief are included as set out in the quotation. New requirements, repeated redesigns or material changes of direction may be quoted separately.

Hosting and payment

A live SygmaCloud website must remain on at least the Hosting plan. If fees remain unpaid, the service may be suspended and the website taken offline after reasonable notice.

Third-party costs

Domains, paid services, stock media, payment-provider charges, APIs and other external subscriptions are separate unless the quotation says otherwise.

Content and assets

Unless quoted otherwise, you supply final copy, images, logos and other content in a usable form. Additional creation or extensive reworking may be separately priced.

SEO expectations

SEO work is intended to improve technical quality and visibility, but search engines are outside our control, so rankings or traffic cannot be guaranteed.

Apps and external services

Where an app relies on an external platform, API or service, availability and charges may depend on that provider. Known recurring costs will be made clear where practical.

VAT and quotations

VAT, where applicable, will be shown on the formal quotation/invoice. Your quotation will also confirm the payment schedule and any project-specific terms.

In short

We try to keep pricing sensible and transparent: small things stay small, larger changes are treated as proper pieces of work, and anything materially outside the agreed scope is discussed before it becomes a surprise bill.

A few useful examples.

Examples only - the exact mix depends on what you need.

EXAMPLE	TYPICAL PRICING	WHAT IT MEANS
New business launch	Premium website from £995 + Hosting £15/month	A focused premium site with the core content and straightforward ongoing hosting.
Established business refresh	Website £1,250-£2,250 + SEO Plus £250 + Care £35/month	A broader refresh with extra launch SEO and light ongoing maintenance.
Website that keeps improving	Website £1,250-£2,250 + Growth £55/month	Ongoing SEO attention and modest website refinements after launch.
Website + custom workflow	Website + app typically £1,750-£2,750 + support plan	A joined-up website and quote, onboarding or customer tool.

Ready for an exact price?

Tell us what you want to improve and we will scope the work properly. The website enquiry form is deliberately set up to make that first step quick and useful.

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SyigmaCloud