

# Two simple website options.

Basic SEO is included with both packages as standard.

## ONE PAGE WEBSITE

# £199

- Up to 5 sections
- Up to 6 services
- Up to 6 photos
- Contact / enquiry section
- Mobile-friendly design
- Basic SEO setup included
- First year hosting included

## SMALL BUSINESS WEBSITE

# £349

- Up to 5 pages
- Dedicated services content
- About content
- Contact / enquiry form
- Mobile-friendly design
- Basic SEO setup included
- First year hosting included

## Basic SEO included

- Google-friendly page titles and descriptions
- Local service-area wording where relevant
- Sitemap and indexing setup
- Structured business information
- Clear headings and image descriptions
- Mobile-friendly SEO foundations

SEO gives the website a strong technical start, but rankings cannot be guaranteed.

## Ongoing costs

|                 |                                 |
|-----------------|---------------------------------|
| Falcon Care     | £15 / month                     |
| Website hosting | £30 / year - first year free    |
| Domain name     | Usually £10-£20 / year          |
| Business email  | Usually £1-£5 / mailbox / month |
| Small updates   | From £20                        |
| Larger changes  | £30 / hour                      |

# What the basic SEO setup covers.

Included in both the £199 and £349 website packages.

## Page titles & descriptions

Each main page is given clear wording to help Google understand the subject of the page.

## Local business wording

Your real service areas can be included naturally so Google understands where the business works.

## Sitemap & indexing

The website includes the technical files search engines use to discover and understand the site.

## Structured business data

Business information is added in a machine-readable format that helps search engines understand the company.

## Headings & image descriptions

Pages are structured clearly and important images are given useful descriptions.

## Mobile foundations

The site is designed to work properly on phones as well as larger screens.

## Local SEO: a good starting point

For local businesses, the site can be set up around genuine services and areas covered.  
Google Business Profile, reviews and ongoing content can strengthen local visibility over time.  
No honest provider can guarantee a number-one Google ranking.

## Domain, email & ownership

- Domain: normally £10-£20/year, registered in the customer's name.
- Business email: typically £1-£5/mailbox/month, account belongs to the customer.
- First year hosting: included with the website build.
- Hosting renewal: £30/year.
- Falcon Care: optional at £15/month.
- No compulsory monthly Falcon Websites contract.