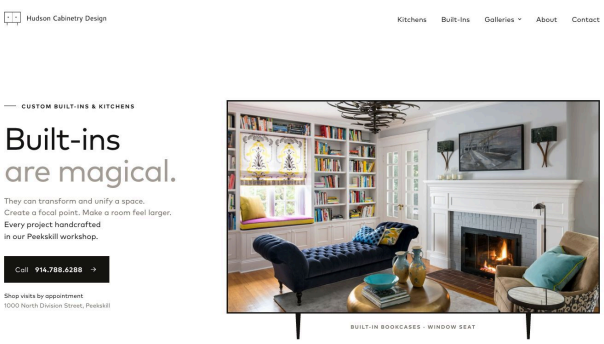
A new website for Hudson.

PREPARED FOR DOUGLAS · BY ERIC BERG, CRUSH

THE TOP OF YOUR HOMEPAGE

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

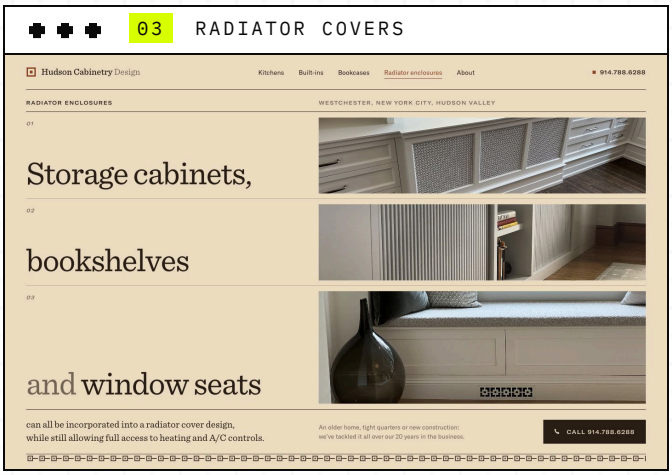
01 BUILT-INS ARE MAGICAL



02 THE SERIOUS COOK



03 RADIATOR COVERS



THE LAUNCH

$2,500

for $3,660 of work, one time

LIVE

Within a week

of saying go

YOURS

Yours to keep

site and domain stay in your Squarespace account

01 WHERE WE STARTED

What we built it around.

01

Built-Ins Are Magical

From your Before & After page. Option 1 opens onto your library living room.

02

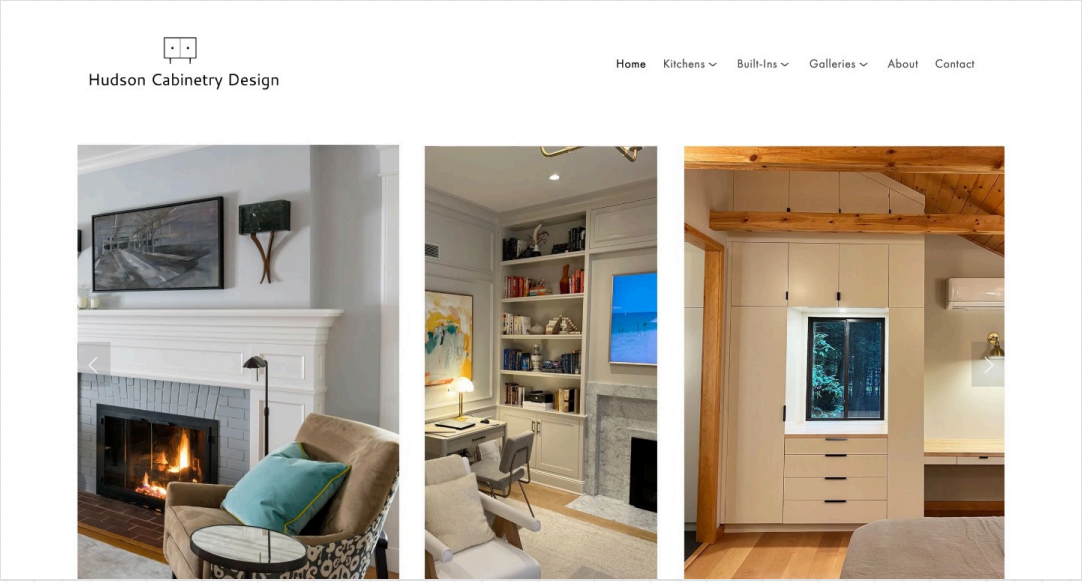
We speak interior design, contractor & cook

From your Kitchen Design page. Option 2 lights your navy galley.

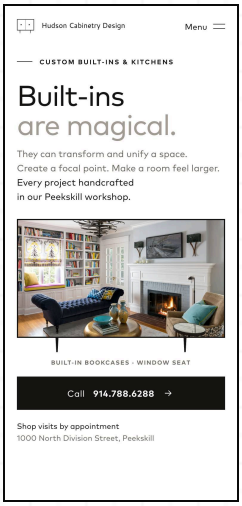
03

Storage cabinets, bookshelves and window seats can all be incorporated into a radiator cover design

From your Radiator Covers page. Option 3 shows each one.



TODAY



ON A PHONE

02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	**The website** A new site for Hudson: the homepage, galleries of your kitchens, built-ins, bookcases, radiator enclosures and furniture, 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** 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** 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** 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** 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** Text or email us what to change. It's live the next business day.	$35

PLUS, WHEN YOU SAY GO BEFORE 9 NOVEMBER 2026

BONUS	**Launch email setup** 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 add us as an administrator on your Squarespace site. Nothing on your live site changes until you say.

DAYS 1 TO 7

We finish the site

We build the new design into your Squarespace site. You preview every page before it goes live.

LAUNCH

It goes live

The new design goes live on your site, and the promo, email and ads 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 Site care and hosting, unlimited edits live the next business day, your Google listing kept current.	$250/mo
Grow 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 Everything in Grow, plus full SEO and every campaign piece each month: emails, promos and ads.	$1,000/mo

05 WHAT YOU OWN

- Your site and domain, in your own Squarespace account and your name.
- You keep editing your pages, products and posts in Squarespace, just like now.
- No commitment on anything monthly. Cancel anytime; the design stays yours.

06 QUESTIONS

The usual questions.

01

Will moving hurt my Google ranking?

Nothing moves. You stay on Squarespace, at the same addresses, with the same pages and business details, so everything Google already knows keeps working. The new design is fast and built for phones first, which Google rewards. We don’t promise rankings.

02

Is it secure?

Yes. Your site stays on Squarespace, which looks after the hosting, security updates and checkout. The new design is tested on a preview of your real site before anything goes live.

03

Who owns it?

You do. The site and the domain stay in your Squarespace account, in your name. 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.

07 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 2 December 2026.

Say go by email

See the first look again

Eric Berg

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