

# DIGITAL SERVICES

Packages & Pricing Guide · 2025

MAK Photo & Design delivers end-to-end digital presence solutions — from brand creation and web development to AI-powered search visibility. Every service is built around one goal: making your business discoverable, credible, and conversion-ready across search engines, AI platforms, and social channels.

01	<b>Brand Design &amp; Identity</b>	From \$800 project
02	<b>Web Design &amp; Development</b>	From \$1,200 project + \$150/mo
03	<b>E-Commerce Design</b>	From \$1,500 project + \$200/mo
04	<b>SEO &amp; GEO Optimization</b>	From \$500/mo retainer

## 01 BRAND DESIGN & IDENTITY

Your brand is the first impression you make — and the last thing clients forget. We build visual identities that work across every touchpoint: digital, print, and AI-generated search previews.

### Brand Starter

#### From \$800 — One-Time Project

- Logo design (3 concepts, 2 revision rounds)
- Color palette & typography system
- Brand style guide (PDF)
- File delivery: AI, SVG, PNG, PDF (print + web)
- Social media profile assets (avatar, cover, bio template)

### Brand Standard

#### From \$1,500 — One-Time Project

- Everything in Brand Starter
- Extended logo suite: horizontal, stacked, icon-only, dark/light variants
- Business card & email signature design
- Brand voice & messaging framework (1-page guide)
- Pitch deck or proposal template (5 slides)
- Delivery: 10–14 business days

## Brand Premium

### From \$2,800 — One-Time Project

- Everything in Brand Standard
- Full brand identity system: stationery, packaging concepts, brand board
- Social media content template kit (6 Canva/Figma templates)
- Brand photography direction guide (mood board + shot list)
- 1-hour brand strategy consultation
- Usage rights: unlimited, all platforms
- Delivery: 14–21 business days

Add-on: Brand Maintenance Retainer — \$300/mo | Ongoing asset updates, new template creation, social media graphic support (up to 8 assets/month). Ideal for growing brands that need consistent visuals without hiring an in-house designer.

02

## WEB DESIGN & DEVELOPMENT

A website that loads fast, ranks on Google, and converts visitors. Built on WordPress/Elementor or custom — always with mobile performance and Core Web Vitals at the foundation.

### Web Starter

#### From \$1,200 — One-Time Project

- Up to 5 pages (Home, About, Services, Gallery/Portfolio, Contact)
- Mobile-responsive design — Core Web Vitals optimized
- Contact form + WhatsApp click-to-chat integration
- Basic on-page SEO setup (meta tags, titles, schema)
- Google Analytics & Search Console connection
- Delivery: 10–14 business days

### Web Standard

#### From \$2,500 — One-Time Project

- Up to 10 pages — custom design per section
- Everything in Web Starter
- Blog or news section setup
- Booking / inquiry form with CRM integration
- Google Business Profile optimization
- Speed optimization: LiteSpeed / caching configuration
- 1-month post-launch support included
- Delivery: 14–21 business days

## Web Premium

### From \$4,500 — One-Time Project

- Unlimited pages — full custom design & development
- Everything in Web Standard
- Custom animations & scroll interactions
- Multilingual setup (English + Spanish)
- Advanced schema markup (GEO-ready structured data)
- Performance audit + PageSpeed 90+ guarantee
- 3-month post-launch support + 1 design refresh included
- Delivery: 21–30 business days

## Website Maintenance Retainers

Tier	Monthly Investment	Includes
Essentials	\$150/mo	Plugin & theme updates, uptime monitoring, monthly backup
Standard	\$300/mo	Essentials + content updates (up to 4/mo), performance checks
Growth	\$500/mo	Standard + SEO reporting, Core Web Vitals monitoring, monthly strategy call

03

## E-COMMERCE DESIGN

Conversion-focused online stores built on Shopify or WooCommerce. From product page design and UX to checkout optimization and ongoing catalog management.

### E-Commerce Starter

#### From \$1,500 — One-Time Project

- Up to 25 products — Shopify or WooCommerce
- Custom theme setup & brand alignment
- Product page design: images, descriptions, variants
- Payment gateway + shipping setup
- Mobile-optimized checkout flow
- Basic product SEO (titles, alt tags, meta descriptions)
- Delivery: 14–21 business days

### E-Commerce Standard

#### From \$3,000 — One-Time Project

- Up to 100 products + category structure
- Everything in E-Commerce Starter
- Custom landing pages for collections / campaigns
- Email capture + abandoned cart setup
- Loyalty program or discount system integration
- Google Shopping feed setup
- Performance optimization for product image loading
- Delivery: 21–30 business days

## E-Commerce Management Retainers

Tier	Monthly Investment	Includes
<b>Starter</b>	\$200/mo	Up to 10 product updates/mo, basic performance report
<b>Growth</b>	\$400/mo	Up to 25 updates, A/B test support, monthly conversion report
<b>Scale</b>	\$700/mo	Unlimited updates, ad feed management, full analytics + strategy call

## 04 SEO & GEO OPTIMIZATION

Traditional SEO gets you on Google. GEO (Generative Engine Optimization) gets your business cited by ChatGPT, Perplexity, Google AI Overviews, and other AI-powered search engines. We do both — so your brand shows up wherever your clients are searching.

GEO Optimization: structured data, schema markup, entity building & AI-citation strategies — the new frontier of search visibility.

### Monthly Retainer Plans

Tier	Monthly Investment	Includes
<b>Local SEO</b>	\$500/mo	Google Business Profile, local citations, on-page SEO (up to 5 pages/mo), monthly ranking report
<b>SEO Growth</b>	\$900/mo	Local SEO + technical audit, blog content (2 posts/mo), backlink outreach, Core Web Vitals monitoring
<b>SEO + GEO</b>	\$1,500/mo	SEO Growth + full GEO strategy: schema markup, AI entity optimization, AI search visibility tracking, monthly strategy call
<b>Agency Scale</b>	\$2,500/mo	Full SEO + GEO + content calendar (4 posts/mo), competitor gap analysis, paid search coordination, dedicated account manager

### SEO Jumpstart Audit From \$600 — One-Time

- Full technical SEO audit (crawl errors, Core Web Vitals, mobile usability)
- On-page analysis: title tags, meta, headings, internal linking
- Local SEO health check: GBP, citations, NAP consistency
- GEO readiness assessment: schema coverage, entity signals, AI-citation gaps
- Competitor benchmark (top 3 local competitors)
- Prioritized action plan — delivered as PDF report
- Delivery: 5–7 business days

◆ *Jumpstart Audit fee is credited toward any retainer started within 30 days.*

### TERMS & CONDITIONS OVERVIEW

Payment: Project deposits of 50% required to begin. Balance due upon delivery. Retainers billed monthly in advance.

Retainer Commitments: Minimum 3-month commitment on all retainer plans. Cancel with 30 days written notice.

Revisions: Each project package includes stated revision rounds. Additional revisions billed at \$75/hr.

Usage Rights: All deliverables licensed for client's own business use. MAK retains portfolio rights unless exclusivity agreement signed.

Cancellation: Project cancellations after work begins forfeit the deposit. Rescheduling strategy sessions incurs a \$75 fee.

Travel: In-person meetings within Miami-Dade included. Broward / Palm Beach subject to travel fee.

**To request a custom quote or schedule a consultation, visit [makphotodesign.com](http://makphotodesign.com)**