

Woodward Systems

Web Design & Hosting — Rate Card

Website Builds (One-Time)

Simple / Static	\$200–\$350	1–3 pages, no CMS, hand-built HTML/CSS. Mobile responsive. Basic contact form. 1 round of revisions included. Additional pages: \$40–\$60 each.
WordPress	\$500–\$900	Theme setup and customization on a dev/staging site before going live. Plugin setup (forms, SEO, security basics). Client gets full CMS access to edit content. 2 rounds of revisions included. Additional pages: \$75–\$100 each.
Custom	\$1,200+	Fully custom design and layout, built from scratch. E-commerce, integrations, animations. 3 rounds of revisions included. Additional pages priced individually. Final price set after a scope conversation.

Monthly Hosting

Basic Hosting	\$10–\$20/mo	For static sites only. Covers uptime, backups, security patches. One-off edits available at \$25–\$40 each, if needed.
Managed Hosting	\$25–\$40/mo	Required for WordPress sites (covers theme/plugin updates and security monitoring). Also open to static-site clients who want ongoing edits handled instead of paying per edit.
Full Care	\$50–\$70/mo	Everything in Managed Hosting, plus up to 3 hours of edits per month. Edits handled within 2–3 business days.

Add-Ons & Discounts

Public File / EEO Pages	\$50–\$100	For broadcast clients. Flat setup fee, on top of the base tier. These pages need regular updates (quarterly issues/programs lists, political file during election season), so Managed Hosting is recommended over Basic.
“Powered By” Credit Link	\$25–\$50 off	Discount off the build price for clients who agree to keep a “Powered by Woodward Systems” link live in their site footer.

Typical Turnaround

Simple/Static sites: 7–10 business days once all content (text, photos, logo) is in hand. WordPress and Custom builds are scoped and timed on a per-project basis.

Prices are starting ranges. Final quote depends on project scope, confirmed in writing before work begins.