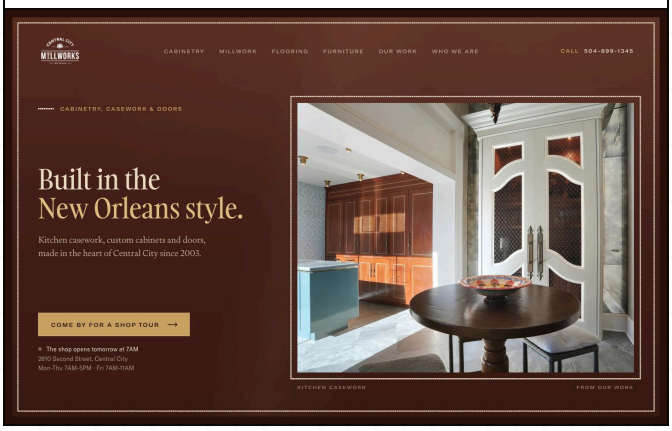
# A new website for Central City.

PREPARED FOR THE CENTRAL CITY MILLWORKS TEAM · BY ERIC BERG, CRUSH

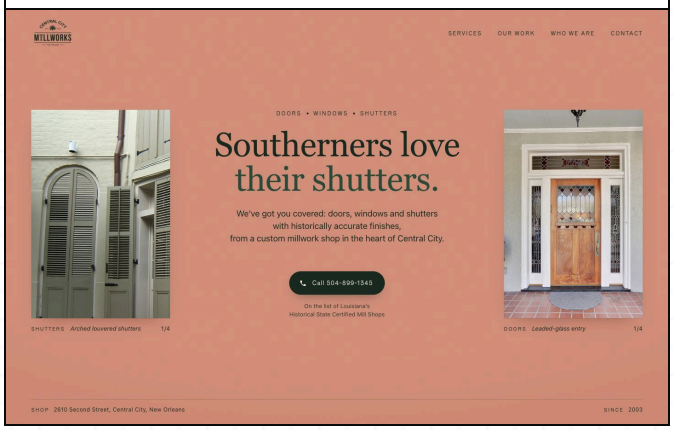
THE TOP OF YOUR HOMEPAGE

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

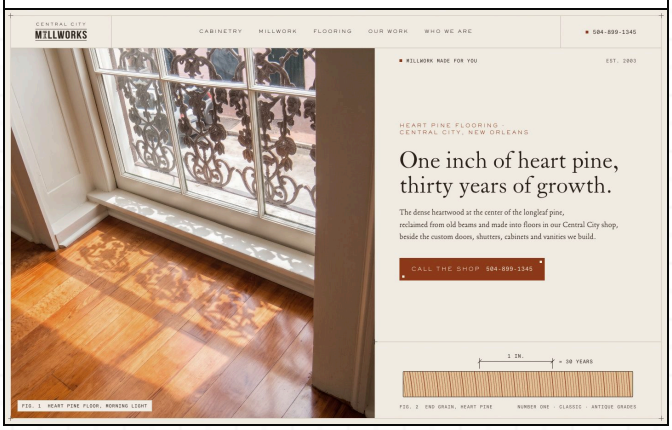
01 THE NEW ORLEANS STYLE




02 DOORS AND SHUTTERS




03 HEART PINE




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 building in the New Orleans style

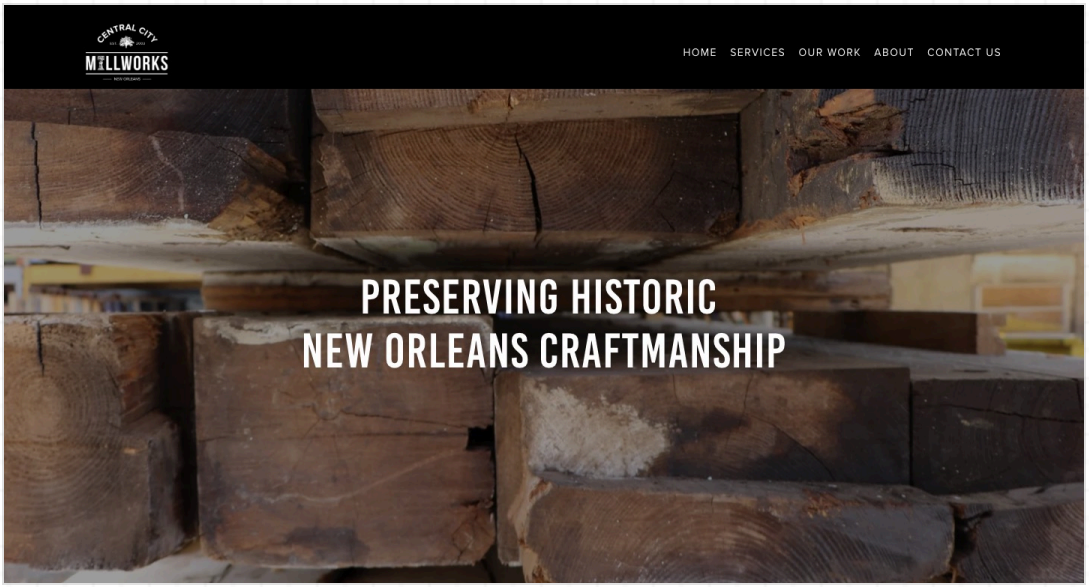
From your Who We Are page. Option 1 makes the page one of your cabinet panels.

02 Southerners love their shutters

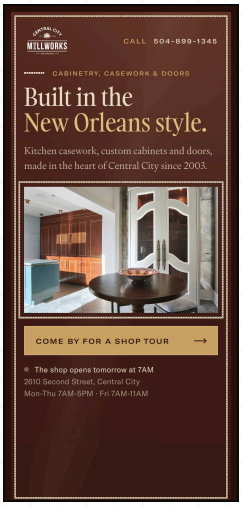
From your Our Work page. Option 2 sets the words between your shutters and doors.

03 Every inch of the heart pine requires 30 years to grow.

From your flooring page. Option 3 puts your floor in morning sun.




TODAY




ON A PHONE

02 WHAT YOU GET

# Pay for the website. Get the whole launch.

| | | |
|---|---|---|
| 01 | **The website**<br>A new site for Central City Millworks: the homepage, galleries of your cabinetry, doors, shutters and heart pine floors, your shop and an 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**<br>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**<br>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**<br>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**<br>From Hire Whoever, our sister company: a voice assistant that answers your shop line while you're at the saw, so new enquiries still get an answer, and every call becomes a short written record. | $105 |
| 06 | **30 days of changes**<br>Text or email us what to change. It's live the next business day. | $35 |

PLUS, WHEN YOU SAY GO BEFORE 8 NOVEMBER 2026

| | | |
|---|---|---|
| BONUS | **Launch email setup**<br>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**<br>Site care and hosting, unlimited edits live the next business day, your Google listing kept current. | $250/mo |
| **Grow**<br>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**<br>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 1 December 2026.

Say go by email

See the first look again



Eric Berg

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