

BPS

BRIGHTPLAN
STUDIO

Studio Pack

What your build includes, what it does not,
and what can be added.

Nothing in this document is compulsory. Nothing here happens without your
written approval.

DEFINED SCOPE

FIXED PRICE

EVERYTHING IN
WRITING

YOURS OUTRIGHT

What you are entitled to know.

BrightPlan Studio is built on the principle that commissioning a website should not require a leap of faith. The scope should be understood, the price should be fixed, the process should be documented, and the finished website should belong to the client.

i.	DEFINED SCOPE	You should know what is being built. Every project begins with a written brief that records the pages, content and functionality agreed — before any work starts.
ii.	FIXED PRICE	You should know what it will cost. One flat figure, confirmed in writing before you commit. No hourly billing and no surprise invoices.
iii.	EVERYTHING IN WRITING	You should know how the process will work. Proposal, brief, timeline, approvals and handover are all documented. A written record protects both sides.
iv.	YOURS OUTRIGHT	When it is finished, you should own it. Ownership of the completed website transfers to you at final payment.

What is included.

- A custom-designed business website of up to three pages
- Mobile responsive across phone, tablet and desktop
- A written brief recording every page and function agreed before work starts
- Design and build to that documented brief
- A contact form or email contact method
- Page titles and meta descriptions
- Go-live and deployment
- Thirty days of post-launch support for corrections within the documented scope
- Full ownership transferred to you at final payment

— NOT INCLUDED AS STANDARD

We list this plainly, because a scope you cannot see is not a scope.

Written content or copywriting, photography or licensed imagery, logo and brand design, domain registration, hosting, business email accounts, ongoing maintenance beyond the thirty-day support window, search engine optimisation campaigns, and e-commerce or payment processing.

If you need any of these, each is available at a stated price on the following page.

Stated prices, quoted in writing.

Additional pages	<i>\$450</i> PER PAGE
Copywriting written to a content brief	<i>\$390</i> PER PAGE
Image sourcing up to 10 licensed images	<i>\$290</i>
Domain setup registered in your name	<i>\$190</i>
Google Business Profile claimed, verified and completed	<i>\$390</i>
Analytics & Search Console configured and handed over to you	<i>\$190</i>
Search foundations technical setup, not an SEO campaign	<i>\$490</i>
Online payments Stripe or Square	<i>from \$890</i>
Website care plan cancel any time, no lock-in	<i>\$149</i> PER MONTH

LAUNCH FOUNDATIONS

Domain setup, Google Business Profile, analytics and search foundations together — \$890, instead of \$1,260 purchased separately.

All prices are in Australian dollars and include GST. Additions are quoted in writing and approved by you before any work begins. Some additions extend the fourteen business day timeline; where they do, the quote will say so.

Nothing proceeds until you agree.

01 You tell us what you need
By email. There is no form to complete and no call required.

02 You receive a written quote
Stating the price, exactly what is included, and any effect on the timeline.

03 You accept it in writing
Work begins only after that. Never before.

04 It is delivered and owned
Everything produced for you transfers to you at final payment.

— THIRD-PARTY COSTS

Domain fees, software subscriptions and payment processing charges are payable by you, direct to the provider. They are never marked up by BrightPlan Studio.

— OWNERSHIP

Everything produced for you belongs to you at final payment — your domain, your accounts, your copy, your images and your logo. Third-party software, fonts and licensed assets remain subject to their own licence terms.

What we do not sell.

Additional revision rounds

Corrections required to meet your approved brief are included, and always have been. Changes beyond the brief are a change of scope, and are quoted as one.

Search engine rankings

We will set your technical foundations up correctly. We will also tell you honestly that no one can promise a position in Google.

Lock-in

We do not tie you to hosting, care plans or renewals. If you leave, you take everything with you.

Begin with an email.

studio@brightplanstudio.com.au

Tell us about your business and what you need the website to do. You will receive a written reply, and if it is a fit, a written proposal.