



gemwebb
Internet Marketing & Web Design

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Service Plans 2026

Your External Marketing Department—On Demand

If you're running your business and need elite-level creative support without the overhead of a full-time team, we've got you covered. We handle the technical heavy lifting—website updates, content creation, video editing, social strategy—whenever you need us, with zero long-term commitment drama.

How It Works

Think of us as your creative department on speed dial. Here's how simple it is:

- **1. Choose your hours** — Pick a package based on how much support you typically need
- **2. Send requests** — Email us what needs doing (page updates, graphics, video edits, blog posts)
- **3. 72-hour turnaround** — We add it to our queue and get it done
- **4. Tracked in 15-min increments** — You only pay for what we use, billed at your package rate
- **5. Flexible timeline** — 6 or 12-month terms give you time to use hours strategically

No retainer hassle. No unused monthly fees. Just skilled hands when you need them.



Service Packages

The more hours you reserve, the lower your rate. All packages valid for tasks within our scope.

Full-Service Package

25 hours over 12 months

Rate: \$3,000 (\$120/hr)

Best for ongoing content needs, regular updates, and multi-channel support

Mid-Service Package ■ BESTSELLER

15 hours over 12 months

Rate: \$1,950 (\$130/hr)

Sweet spot for most clients—enough runway without overpaying

Light-Service Package

6 hours over 12 months

Rate: \$900 (\$150/hr)

Perfect for occasional updates and project-based support

If hours run over? Outstanding time billed at \$150/hr.

That's why most clients choose Mid-Service—better rates and 12 months to use them.

What We Handle

Website & Content

- Page updates, text changes, layout tweaks
- Blog posting with SEO optimization
- Functionality modifications (subject to complexity review)
- Light on-site SEO adjustments

Creative & Media

- Photo editing and optimization
- Video editing and YouTube management
- Graphic design for digital assets
- Social media content creation (light posting support)

Marketing & Strategy

- Digital marketing consultation
- Google Ads account reviews and campaign tweaks
- Facebook Ads setup and optimization
- Email campaign deployment via Mailchimp

Real-Time Support

- Phone consultations (billed as 2x due to real-time commitment)
- Screen-sharing sessions for training or troubleshooting
- Strategy calls and campaign planning

Important Notes

Hosting Requirement

Your site must be hosted on our servers. Why? We've spent 12+ years perfecting stable, secure WordPress hosting with the right PHP environment. It's how we guarantee fast turnarounds and zero 'well, it works on my end' frustrations. Annual hosting rates apply separately.

What This Isn't For

- Full website redesigns or rebuilds (25+ hours, different scope entirely)
- Setting up brand-new social channels from scratch (requires content strategy + population)
- Major technical overhauls (we'll review and find you the most affordable path)
- Sites we didn't build or host (too many variables to support effectively)

How Billing Works

- Every 15 minutes = 1 request unit (4 requests per hour)
- Live calls/screen sessions = 2x rate (quality real-time consultation deserves it)
- When you're running low on hours, we'll let you know—no surprises
- Overages invoiced at completion or applied to your next package renewal
- You can request a detailed PDF report of hours used and tasks completed anytime

Why Clients Stick With Us

12+ years. Same team. Zero agency churn.

We're not a revolving door of junior staff learning on your dime. You get seasoned pros who've worked with IMAX, top animation studios, tourism boards, and national brands. We're small by design—boutique means custom, not cookie-cutter.

You'll love us because:

- We actually answer emails (wild concept, we know)
- 72-hour turnarounds we actually hit
- No upselling, no scope creep—just honest work
- Your site stays secure, fast, and maintained while you focus on your business
- You get a dedicated account manager who knows your brand
- We educate you at every step—no gatekeeping technical knowledge

"Our clients become part of our business family with a goal of a long-term supportive relationship."

Ready to Get Started?

Tell us what you're working on and what kind of support would make your life easier. We'll match you with the right package and get you onboarded—usually within a week.

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www.gemwebb.com

Standard hourly rate: \$150/hr (as of January 2026). Package rates locked in for term duration.
Occasional custom rates available for long-term partnerships—talk to your Gem Webb rep.

