

# NetSculpt - One local partner.

## Everything your business needs online.

Custom websites · Client portal · Local marketing · Done with you or done for you

### Who We Are

NetSculpt is a web design and digital marketing company based in Ohatchee, Alabama. We build custom websites for small local businesses, equip them with a powerful client portal to run their day-to-day, and provide hands-on marketing services for owners who'd rather hand it off.

You get one point of contact who knows your business, answers the phone, and handles everything from your domain to your campaigns. No vendors to juggle. No tech jargon.

### Why NetSculpt

- **Local** — we know Northeast Alabama and the customers you're trying to reach
- **Everything in one place** — design, hosting, portal, and marketing
- **You own everything** — your domain, your site, your data. Always.
- **Modular pricing** — start with what you need, add capabilities as you grow
- **Direct line** — the person you talk to is the person doing the work
- **Built to last** — we focus on long-term relationships, not one-time projects

### What We Do

#### Custom Web Design

Every site starts from scratch — designed around your business, your customers, and your local market. Mobile-first, fast-loading, and built to convert visitors into calls and leads.

#### Managed Hosting & Maintenance

Secure managed infrastructure with automated backups, SSL, uptime monitoring, and software updates. When something breaks at 11 PM, we handle it — not you.

#### Local SEO & Visibility

Google Business Profile, structured data, and local keyword targeting so customers in your area can find you — plus visibility in AI-powered search summaries.

#### Your Client Portal

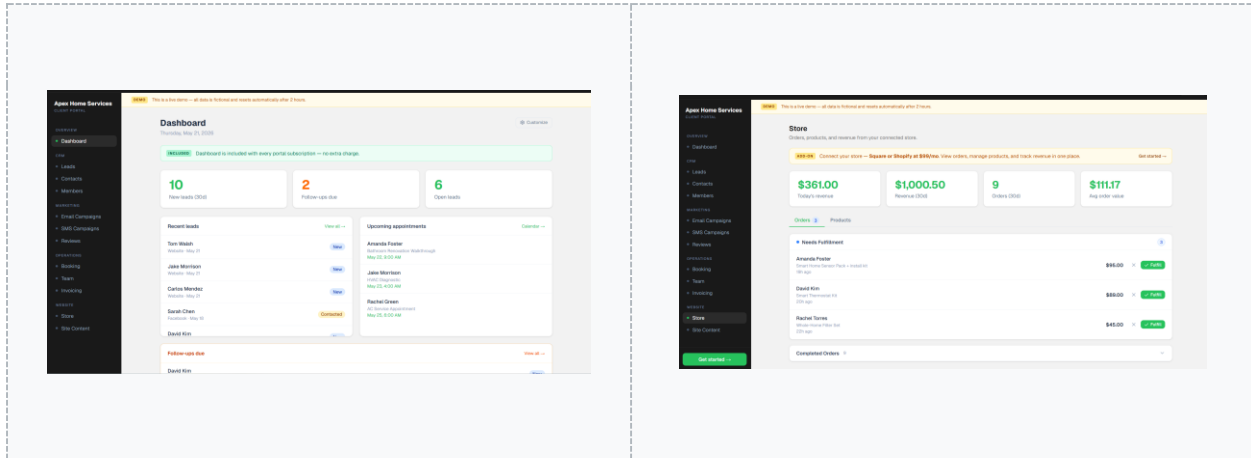
Growth and Pro clients get a powerful custom-built dashboard to manage contacts, view leads, edit content, and run their business from one login. Add **portal modules** as you need them: bookings, invoicing, online store, marketing tools, and more — see a live demo at [netsculptdesign.com](https://netsculptdesign.com).

#### Managed Marketing Services

For owners who'd rather not handle marketing themselves: managed email campaigns, local SEO management, and monthly strategy. Done-for-you, billed flat monthly.

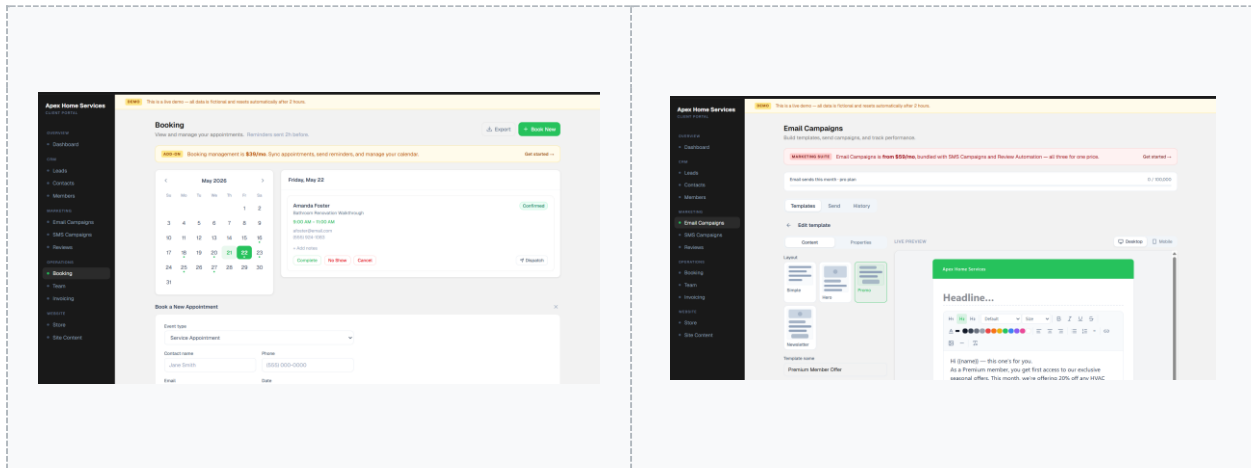
# Run Your Business from One Panel

While other agencies hand you a website and walk away, every NetSculpt Growth and Pro client gets access to a custom-built portal — the operational backbone of your business. Manage leads, schedule appointments, send invoices, run campaigns, and track everything from a single login. Built by us, branded for you, available 24/7. We integrate Portal with popular applications like Quickbooks and both feed and pull data from them through two-way sync. Leverage the power of industry standard applications and bespoke Netsculpt custom services all from one place.



Dashboard — your business at a glance

Online Store — manage and list your products



Calendar & bookings — automated reminders

Marketing Suite — write your own campaigns in house

All screenshots taken from the live demo. Want to see the power of the Portal yourself? the live demo is online now!

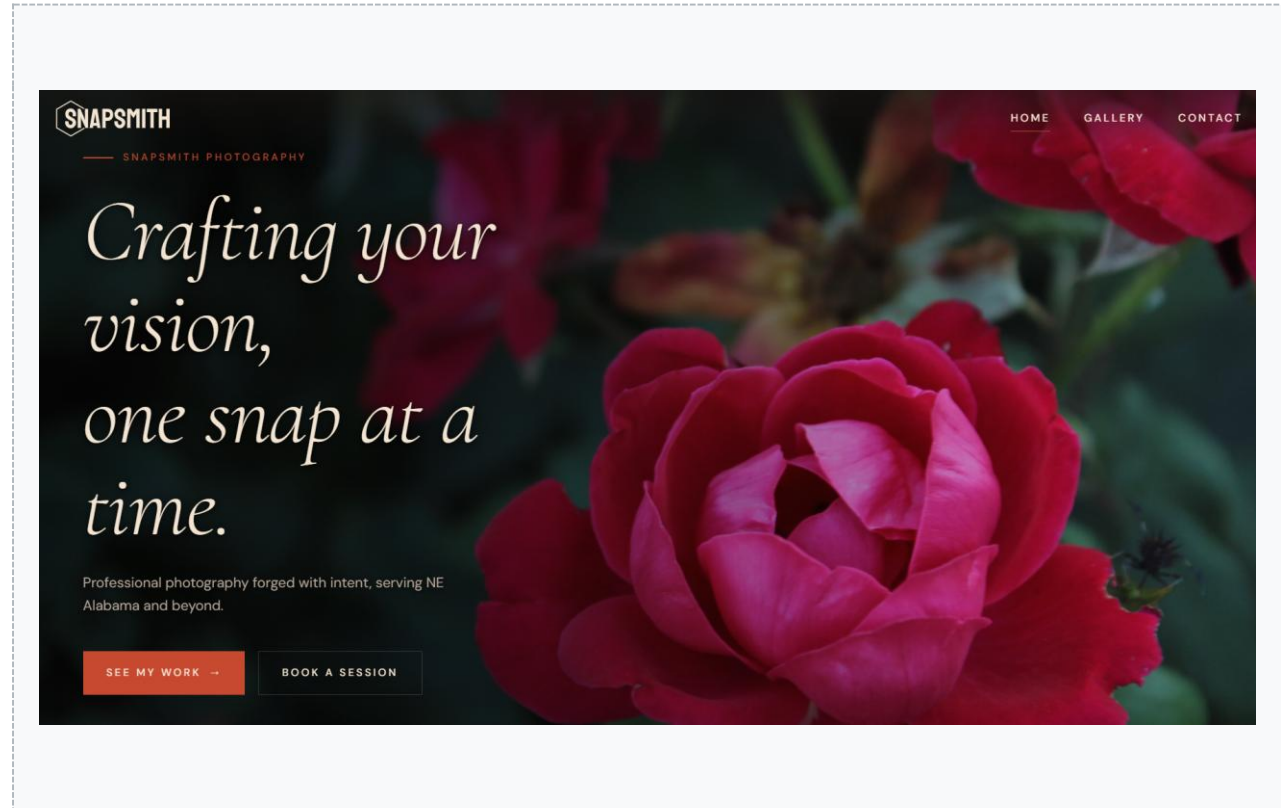
**Want a hands-on tour?** Visit [netsculptdesign.com](https://netsculptdesign.com) to log into a fully-featured demo with sample data — or schedule a 20-minute walkthrough.

## CLIENT SPOTLIGHT

# Snapsmith Photography

[snapsmith.co](https://snapsmith.co) · Photography studio, Northeast Alabama

A custom-designed website with booking integration, gallery showcases, and a live contact form — built and launched within weeks, ready to scale alongside their business.



*[NetSculpt really gives me the best service for my money. I don't have to worry about anything. I tell Daniel what I need and it's done promptly]*

— **Tori, Snapsmith Photography**

## PROJECT AT A GLANCE

**Custom design**

Branded homepage and gallery layouts designed from scratch around the studio's portfolio and visual style.

**Lead Collection**

Customers request appointments through a contact form which sends a notification email when complete.

**Built to scale**

Portal-ready architecture means the portal can be activated with new modules as the business grows — no rebuild required.

## Development Pricing

Your website build is a one-time project fee based on scope and complexity, separate from your monthly support plan.

Project Type	Scope	Fee
<b>Essential Build</b>	Brochure site — static pages, no portal modules.	<b>\$1,000 – \$1,200</b>
<b>Growth Build</b>	Dynamic site with portal-ready features and integrations	<b>\$1,200 – \$2,500</b>
<b>Pro Build</b>	Complex/custom — ecommerce, multi-location, advanced portal builds	<b>\$2,500+</b>
<b>Domain Configuration Branded Email &amp; DNS</b>	Set up your site with a custom domain and look professional with branded email. Get found at you@email@yourdomain.com from day one	<b>\$50</b>
<b>Email List Migration</b>	We move your existing email list for you	<b>\$75</b>
<b>Custom Email Template Design</b>	Custom branded template; basic layouts included free in Marketing Suite. Revisions \$75 each.	<b>\$250</b>
<b>Portal Onboarding &amp; Training</b>	Tenant setup, module configuration, 1-hour training. Growth and Pro plans.	<b>\$200</b>

## What Every Build Includes

Beyond the design itself, every NetSculpt build ships with the technical foundation you'd want in place from day one:

- Mobile-first responsive layout that works on every screen size
- Page-speed and performance optimization supported by the most modern architecture
- SSL certificate and HTTPS encryption configured before day one
- Contact form with spam protection
- On-page SEO foundation — meta tags, sitemap, structured data markup
- Google Analytics and Search Console setup
- Cross-browser and device testing before launch
- Launch day monitoring and a post-launch checkup at one week

What you don't get: surprise change orders, sneaky upcharges, or recurring fees buried in fine print. **The price you see is the price you pay.**

## Monthly Support Plans

Your support plan covers ongoing hosting, maintenance, and your direct line to us. Growth and Pro include portal access. Choose your tier, then add the portal modules and marketing services you need.

Plan Features	Essential	Growth	Pro
Monthly retainer	\$149/mo	\$249/mo	\$399/mo
Managed hosting & backups	✓	✓	✓
HTTPS & security monitoring	✓	✓	✓
Google Business Profile setup	✓	✓	✓
Transactional email & SMS <i>(booking confirmations, reminders)</i>	✓	✓	✓
Minor content updates / month	Up to 2	Up to 5	Up to 10
Support channel	Email	Phone + Email	Phone + Email
Response time <i>(Mon–Fri, 7 AM–3 PM CT)</i>	48hr business	24hr business	Same-day
Monthly analytics report	—	✓	✓
Client portal access <i>(modules a la carte)</i>	—	✓	✓
Priority support queue	—	—	✓

**Growth is our most popular plan.** Best for businesses that want an active partner, portal access to run their day-to-day, and phone support when they need it. **Save 10% with annual prepay on any support plan.**

## Refinement Period

The first six months after launch are your refinement period — unlimited content updates and training requests regardless of plan tier, giving you room to learn your new workflow while we work out any post-launch hiccups. This is our quality assurance promise to you, and your commitment to letting us deliver on it. After the refinement period, your plan continues at standard scope and you're free to cancel anytime with 30 days' notice.

## Site Service Add-Ons

Optional services that integrate with your website. Available on any support plan — add or remove anytime.

Service	What You Get	Price
<b>Payment Gateway Support</b>	Custom white-label checkout integration when Stripe, Square, or Shopify's native checkout doesn't go deep enough. Build and ongoing support. 1 hr/mo investigation; \$85/hr beyond.	<b>\$49/mo</b>
<b>Ecommerce Triage</b>	Your point of contact for Shopify or Square platform issues — architectural and usability triage. 2 hrs/mo included; \$85/hr beyond. Does not include chargeback disputes or end-customer support.	<b>\$79/mo</b>

## Portal Modules

Available on Growth and Pro support plans. Activate any combination of modules to expand what your dashboard can do. **Save 10% on your module stack when you activate 3 or more.**

Module	What It Does	Price
<b>Booking &amp; Calendar Sync</b>	Customers book appointments 24/7. Automatic confirmations and reminders. Syncs with Google Calendar.	<b>\$39/mo</b>
<b>Membership Management</b>	Tiered access, recurring member billing, member-only content areas on your site.	<b>\$39/mo</b>
<b>Team &amp; Payouts</b>	Team member profiles, commission tracking, and payout management. Enables dispatch through booking.	<b>\$49/mo</b>
<b>Invoicing</b>	Send invoices from your portal, track payment status, automated reminders for outstanding balances.	<b>\$49/mo</b>
<b>Online Store</b>	Manage inventory, list products, track orders and fulfillment from your portal — synced with your Shopify or Square account.	<b>\$99/mo</b>
<b>MARKETING SUITE — self-service email + SMS + review automation</b>		
<b>— Starter</b>	5,000 email sends · 500 SMS · 100 review requests per month	<b>\$59/mo</b>
<b>— Growth</b>	25,000 email sends · 2,500 SMS · 500 review requests per month	<b>\$99/mo</b>
<b>— Pro</b>	100,000 email sends · 10,000 SMS · 2,000 review requests per month	<b>\$179/mo</b>

## Managed Marketing Services

Done-for-you marketing, billed flat monthly. Available on any support plan — completely separate from the self-service Marketing Suite portal module.

Service	What We Do	Price
<b>MANAGED EMAIL MARKETING</b>		
— Starter	1 campaign/month. We write the copy, design your branded template, schedule and send.	<b>\$149/mo</b>
— Growth	2 campaigns/month, same scope as Starter.	<b>\$269/mo</b>
— Pro	4 campaigns/month, same scope as Starter.	<b>\$449/mo</b>
<b>MANAGED LOCAL SEO</b>		
— Core	2 Google Business Profile posts/month, photo refresh, citation monitoring.	<b>\$149/mo</b>
— Plus	4 GBP posts/month, citation cleanup, monthly ranking report, Q&A monitoring.	<b>\$279/mo</b>
<b>STRATEGY &amp; ANALYTICS</b>		
Strategy & Analytics	Monthly analytics dashboard, 30-minute strategy call, brief written summary.	<b>\$149/mo</b>

One-time engagements also available: **SEO Audit** from \$349 · **GBP Optimization Sprint** from \$249 · **Email Automation Build** from \$499. Ask for a quote.

## Example Configurations

Real businesses build different stacks. You pay for what you need.

<p><b>Local Barber Shop</b> <i>Wants online booking and seasonal promo nudges.</i></p> <p>Growth Support <b>\$249</b>                      Booking module <b>\$39</b>                      Marketing Suite — Starter <b>\$59</b></p> <hr/> <p><b>Total \$347/mo</b></p>	<p><b>Boutique Clothing Store</b> <i>Sells via Shopify, needs invoicing for special orders, wants to grow the email list.</i></p> <p>Growth Support <b>\$249.00</b>                      Online Store <b>\$99.00</b>                      Invoicing <b>\$49.00</b>                      Marketing Suite — Growth <b>\$99.00</b>  <i>Stack discount (-10%) <b>-\$24.70</b></i></p> <hr/> <p><b>Total \$471.30/mo</b></p>	<p><b>Service Contractor with Team</b> <i>Multiple technicians, running loyalty program, owner wants SEO handled.</i></p> <p>Pro Support <b>\$399.00</b>                      Booking <b>\$39.00</b>                      Membership <b>\$39.00</b>                      Team &amp; Payouts <b>\$49.00</b>                      Marketing Suite — Growth <b>\$99.00</b>  <i>Stack discount (-10%) <b>-\$22.60</b></i>                      Managed Local SEO <b>\$149.00</b></p> <hr/> <p><b>Total \$751.40/mo</b></p>
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## How It Works

- 01 Free consultation call**  
We spend 20 minutes learning about your business, your customers, and what success looks like. No pitch, no pressure.
- 02 Proposal & agreement**  
Plain-English proposal with scope, pricing, and timeline. You sign online, pay the setup fee, and we get started.
- 03 Build & launch**  
Design, development, domain setup, and go-live. Most sites launch within 2–3 weeks of kickoff.
- 04 Ongoing management**  
Monthly retainer begins at launch with first payment due 30 days after. We handle updates, monitoring, your portal, and any marketing services you've selected.

## Common Questions

### How long does a typical build take?

Most sites launch within 2–3 weeks of kickoff. Complex builds — ecommerce, multi-location, advanced portal integrations — may take longer. We'll scope a realistic timeline in your proposal.

### What's the commitment?

Six months from launch, then month-to-month with 30 days' notice to cancel. Your build is yours forever — if you ever leave, your domain, your site files, and your data all go with you.

### Can I add or remove modules later?

Yes, anytime. Activate any portal module from month to month, drop one you're not using, swap your Marketing Suite tier as you grow — your billing adjusts the next cycle.

### Who does the actual work?

Daniel directly. No subcontractors, no offshore teams, no junior account managers handling your account. The person you talk to is the person building, hosting, and supporting your site.

## Ready to get started?

Book a free 20-minute consultation — no obligation, no pitch decks.

**Call or text: (256) 770-1389**

[dgladen@netsculptdesign.com](mailto:dgladen@netsculptdesign.com) · [NetSculptDesign.com](https://NetSculptDesign.com)

**Terms:** 50% deposit due at signing (nonrefundable). Six-month support commitment from launch with a six-month refinement period (see Refinement Period). After: month-to-month, 30 days' notice to cancel. You own your domain, your site files, and your data — if you ever leave, everything goes with you.

*Your customer data stays private. We never share, sell, or use it for advertising. Not included unless added: custom illustrations, copywriting, professional photography, logo design, video production, paid advertising management, and third-party software licenses.*