

How I work: MVP, Complete, Premium

Every project goes through the same phases and the same standard of craft. What changes between the three options is how deep each phase goes and how much gets done. Two weeks, one month and two months are three different products, and time is the one thing a budget cannot compress.

10+ years of long and short term web projects, from quick launches to multi year engagements with ongoing work.

You choose the depth. I keep the standard.

MVP

About 2 weeks

Stripped down on purpose, but visually correct and fully functional. A clean base to launch fast and grow from.

Complete

RECOMMENDED

About 4 weeks

The full site that does its job: every page designed and built, clear conversion paths, solid SEO foundations, easy to edit.

Premium

About 2 months

Everything in Complete, with every phase done in depth: research, UX, a design system, conversion tracking and tuning after launch.

Agency level

3 to 6 months, a team

For reference. This is what a \$20k+ website includes, and why it costs that. Not a package I sell, but the benchmark behind my standards.

WHAT EACH OPTION INCLUDES

Phase by phase, part 1

Phase	MVP	Complete	Premium	Agency level
1. Discovery and strategy	A short questionnaire and one call. The goal of the site, the main audience and the one key action (call, form, booking).	Everything in MVP, plus a review of your current site and analytics, 3 to 5 competitors reviewed, goals defined per page.	Everything in Complete, plus a user journey map from problem to action, deeper competitor and reference analysis, where your current site loses visitors, measurable goals for after launch.	Team and customer interviews, personas, market research, workshops.
2. Information architecture	A sitemap of up to about 5 pages and simple navigation.	A complete sitemap, navigation and page flow, the section structure of every page.	Everything in Complete, plus a content model (what repeats and how it is edited), paths for each type of visitor, a plan for growing the site.	Navigation testing with real users (card sorting, tree testing).
3. Content and copy	You provide the copy, or I write it with AI from 1 to 2 deep research passes (business, audience, competitors), page by page, with one polish at the end. No extra rounds.	Copy edited for the web: headlines, calls to action, readability, basic keyword research.	Everything in Complete, plus messaging and tone per page, a page for every service or problem, FAQ, keyword research per page on professional paid data (Semrush).	A professional copywriter, content strategy, a blog plan.
4. UX	Structure is worked out directly in the design, without separate wireframes.	Wireframes for the key pages (home and main service), checked on mobile before design.	Wireframes for every page, a clickable prototype for your feedback, the path from landing to action tested on mobile.	Testing with real users, several iterations.
5. Visual design	A clean, correct design based on your existing brand, with consistent typography and spacing.	One fully developed visual direction, every page designed, responsive for desktop, tablet and mobile.	Everything in Complete, plus two directions to choose from for the homepage, a design system (colors, type, components, image and icon rules) as reusable sections, detail and motion.	Branding or rebranding, illustration, photo and video production.
6. Development	The site on the chosen platform, responsive, working forms, good basic speed.	Everything in MVP, plus components you edit yourself, optimized images, checks across browsers and devices.	Everything in Complete, plus a component library for future pages, serious speed work (Core Web Vitals), accessibility (contrast, keyboard, alt text), integrations (CRM, email, booking).	Custom functionality, staging and production environments, a security review.

Phase by phase, part 2

Phase	MVP	Complete	Premium	Agency level
7. SEO	Page titles and descriptions, clean URLs, a sitemap.	Everything in MVP, plus heading structure, alt text, redirects from the old site, Search Console connected.	Everything in Complete, plus a Semrush site audit and competitor analysis, structured data (schema), local SEO (location pages, Google Business Profile), internal linking, a content plan for growth.	Ongoing SEO, link building, monthly reports.
8. Conversion and tracking	A clear call to action on every page, a contact form or button.	Everything in MVP, plus calls to action placed along the page flow, trust signals (reviews, credentials) next to the ask, analytics with form tracking.	Everything in Complete, plus tracking of every key event (GA4, GTM), landing pages ready for ads, testing headlines and calls to action after launch.	A CRO program, heatmaps, long running A/B tests.
9. QA and launch	Checks on mobile and desktop, then launch.	A pre launch checklist (links, forms, speed, redirects), a launch that keeps your search rankings.	Everything in Complete, plus a staging preview before going live, an accessibility check, monitoring of the first days after launch.	A formal QA team, test plans, load testing.
10. Handover	A short written guide for making changes.	A guide for editing every page and a short training session.	Everything in Complete, plus video guides and design system documentation, so the site stays consistent without me.	Training for the whole team, SLA support.
11. After launch	Bug fixes for 1 week.	Fixes and small changes for 2 weeks.	2 weeks of tuning based on real data (inquiries, bookings), and a plan for what comes next.	A monthly retainer, continuous optimization.
Revisions	One round of changes.	One round per page.	Two rounds per page, plus a choice between two design directions.	Multiple rounds across stakeholders.

Every option is paid in weekly milestones. Scope is adapted to each project, so a landing page, an eCommerce store or a design only project follows the same logic with different details.

Why some companies pay \$20k for a website

Companies that pay \$20k or more for a website know exactly what they are buying. Many offers promise a "full website" for a fraction of that, and at first glance the result looks similar. The difference is how deep each phase goes, from understanding the people who visit to measuring what they do. That depth takes time, and it is where the results come from.

If the MVP or Complete option fits you better right now, that is completely fine. Every option is built to the same standard, and we can always go deeper later.

What stays the same in every option

- One person who designs and builds, so nothing gets lost in a handoff
- Clean, consistent design on every screen size
- A site your team can edit without a developer
- Honest estimates and weekly milestones
- A clear explanation of every decision

Portfolio and contact: **stamenic.com**