PDS Web Design

PRICING & PACKAGES · 2026

Your website, built in 5 days. Looked after every month.

A professionally designed website, a care plan that keeps it fast and secure, and photography and video that keep it looking fresh — all from one studio.

Website builds	Care plans	Photo & video
from £1,950	from £59/mo	from £245/mo
One-off payment	Hosting, security & updates	Fresh content for your site

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Prices exclude VAT where applicable

WHY PDS

Everything your website needs, in one place

Most businesses juggle a web designer, a hosting company and a photographer. With PDS you get all three — one point of contact, one consistent look, and a website that keeps working for you long after launch.

See it before you pay

We design a free demo of your website first, so you know exactly what you're getting. Love it, and your site is live within 5 working days.

Looked after every month

Updates, security, backups and edits handled for you, with clear response times — so you never have to think about it.

Your own photographer

Real photos and video of your team, premises and work, shot by the same person who designs your site.

HOW IT WORKS

From free demo to launch in a week

1

Free, no obligation

Free demo

Tell us about your business and we'll design a demo of your new website and send it to you — free.

2

If you love it

Kick-off

Pay the 50% deposit to book your slot and send your logo, text and any photos.

3

Days 1–2

Design

We turn your demo into full page designs and share them for feedback.

4

Days 3–4

Build & review

We build the full site, test it on every device and make your revisions.

5

Day 5

Launch

Your site goes live. The remaining 50% is due on launch day.

The 5-day timeline starts once we've received all your content, logins and branding. Flagship websites take 10–15 working days.

AT A GLANCE

Website build (one-off)	Price	Monthly care plan	Price
Launch	£1,950	Secure	£59/mo
Signature	£2,950	Essential	£99/mo
Flagship	from £8,500	Growth	£199/mo
		Partner	£399/mo

WEBSITE BUILD

Choose your website

One simple, one-off price. Pay 50% to book your slot and 50% on launch day — no hidden extras.

Launch

£1,950

Ideal for sole traders and new businesses

- Up to 5 pages
- Custom design on a proven layout
- Live in 5 working days
- Basic on-page SEO
- Contact form, maps and social links
- Mobile-friendly on every device
- 2 rounds of revisions

MOST POPULAR

Signature

£2,950

Ideal for established local businesses

- Up to 10 pages + blog
- Fully bespoke design
- Live in 5 working days
- On-page SEO + Google Business Profile setup
- Booking or enquiry system, newsletter sign-up, analytics
- Add a brand photo shoot for £595
- 2 rounds of revisions

Flagship

£8,500 from

Ideal for brands selling online or needing custom features

- Up to 20 pages + custom templates
- Bespoke design + brand refinement
- Live in 10–15 working days
- Keyword plan, schema and local SEO pages
- Online shop, memberships, CRM and payment integrations
- Half-day brand photo shoot included
- 3 rounds of revisions

Optional extras

Extra	Price	Extra	Price
Additional page	£195	Booking or payments integration	£350
Google Business Profile setup	£195	Instagram grid design from your shoot	£250
Logo refresh / simple brand kit	£495	Website audit (credited if you go ahead)	£149

Our 5-day promise: if your Launch or Signature site isn't live within 5 working days of receiving everything we need, your first month of care is free.

MONTHLY CARE PLANS

We look after your site, so you don't have to

Every plan includes hosting, security and backups. Choose the level of support that suits you — your first month is free with any new website. 3-month minimum, then month to month.

Secure

£59/mo

For sites that rarely change

Essential

£99/mo

For small sites with occasional updates

MOST POPULAR

Growth

£199/mo

For sites that bring in enquiries

Partner

£399/mo

For sites that drive sales or bookings

	Secure	Essential	Growth	Partner
Hosting, SSL, domain	Yes	Yes	Yes	Yes
Updates & security monitoring	Monthly	Weekly	Weekly	Weekly + urgent fixes within 24h
Backups & uptime alerts	Daily	Daily	Daily	Daily + off-site copy
Edits & changes included	Billed hourly	1 hour / month	3 hours / month	6 hours / month
Response time	3 working days	2 working days	Next working day	Same working day
Monthly report	Uptime & backups	+ visitor numbers	+ enquiries & top pages	+ insights & recommendations
SEO	—	—	Monthly tune-up, Google Business posts	+ new SEO landing page each quarter
Speed check	—	Quarterly	Monthly	Monthly
Strategy call	—	—	Quarterly, 30 min	Monthly, 45 min
Photo & video discount	—	5%	10%	15%

Not sure which to choose? Essential suits most Launch sites, Growth suits Signature and Partner suits Flagship. You can move up or down a plan with a month's notice. Work beyond your included hours is £85/hour (in 15-minute blocks) or £550/day for larger projects. Unused hours don't roll over.

PHOTOGRAPHY & VIDEO

Real photos that keep your site fresh

Stock photos make every business look the same. We photograph and film your team, premises and work, then add the results straight to your website. Every shoot includes edited images and a licence to use them on your website and social media.

One-off shoots

Shoot	What you get	Price	With a new website
Brand shoot (half day)	40+ edited images: your team, premises and work in progress	£795	£595
Brand shoot (full day)	80+ images, multiple locations, team headshots	£1,395	£1,195
Team headshots	Consistent on-site headshots (minimum 6 people)	£65 / person	—
Brand film	60–90 second film for your homepage + 3 vertical cuts for social	£1,450	£1,250
Photo + film day	Full-day brand shoot and brand film together	£2,450	£2,150
Event coverage	Launches, openings and corporate events (half / full day)	£750 / £1,250	—

Content subscriptions · minimum 6 months

Regular shoots so your website and social media always look current — and it costs less than booking shoots one at a time.

Seasonal

£245/mo

- One half-day shoot every quarter
- 30 edited images per shoot
- Website refreshed with your new images
- Shoots can cover your events in London — travel included

MOST POPULAR

Monthly

£495/mo

- One 3-hour shoot every month
- 30 edited images + video
- Added to your website, ready for social
- Shoots can cover your events in London — travel included

Studio

£1,150/mo

- Three 3-hour photo + video shoots every month
- 40 edited images with every shoot
- 4 reels every month
- Shoots can cover your events in London — travel included

BUNDLES

Save with an all-in plan

Combine your care plan and content subscription into one monthly payment — and save every month.

Bundle	Includes	Separately	Bundle price	You save
Always Fresh	Growth care + Monthly content	£694/mo	£595/mo	£99/mo
Partner Studio	Partner care + Studio content	£1,549/mo	£1,295/mo	£254/mo

Refer a friend: recommend PDS to another business and get a free month of your care plan when they sign up.

GOOD TO KNOW

The small print, kept simple

- **Payment:** website builds are 50% to book and 50% on launch day. Care plans and subscriptions are paid monthly by Direct Debit.
- **Timeline:** the 5-day clock starts once we have your content, logins and branding.
- **Revisions:** 2 rounds included (3 on Flagship); further changes are billed hourly.
- **Your photos:** licensed for your website and social media.
- **Care plans:** 3-month minimum, then month to month. If you ever want to move your site to another host, we'll help you do it.
- **VAT:** prices exclude VAT where applicable.

Ready to get started?

Ask for your free website demo — see your new site before you pay a penny.

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