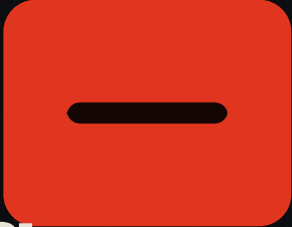




ROTEWORKS · SYSTEMS & OPERATIONS



Websites that bring work in the door.

Custom sites and online stores — scoped in plain language,
priced before anything starts. Hosting & care in the back.

ROTEWORKS · SASKATCHEWAN

roteworks.ca · hello@roteworks.ca

PRICES IN CANADIAN DOLLARS · SEPTEMBER 2026

Getting a quote is one email

Send hello@roteworks.ca three things: your current web address (or “we don’t have one”), what your business sells or does, and the one thing you most wish your website did for you. Within two business days you get back a one-page read: where you stand, what we’d build, the fixed price, and the timeline. No call required, no pressure attached — and the number you see is the number you pay.

How the pricing works. Every build is quoted as a fixed price, in writing, before anything starts — never an hourly meter. What moves the number: how many pages, whether we’re writing the words or polishing yours, forms and calculators, online ordering, and anything that has to talk to other software. The example builds in this document carry honest price bands so you can place yourself before you ever email us.

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What every build includes — page 2 · How a build runs, start to finish — page 3 · Example builds with price bands — pages 4–8, including the online-store spread on pages 6–7 · Add-ons menu — page 8 · Being found: search, maps & AI answers — pages 9–10 · Questions worth asking — page 11 · Hosting & care plans — pages 12–13, including the \$0-down full meal deal.

What every build includes — no upcharges

Built for phones first	Most of your visitors are on a phone in a truck, a kitchen, or a lumber aisle. Every page is designed there first and scales up to the desktop, not the other way around.
Fast on bad rural internet	Sites run on an enterprise edge network and load in a blink — including on the highway cell coverage between towns. Speed is a sales feature: slow sites lose the impatient buyer.
Forms that bring work in	Quote requests, contact forms, callback requests — landing in your inbox, with spam filtered. Your website's first job is making the phone ring.
Found on Google	Titles, descriptions, sitemap, local-search basics, and your Google Business Profile connected and verified — the unglamorous plumbing that decides whether the town finds you or your competitor.
Written in plain language	We write or polish every word. No 'synergizing solutions' — your trade, said the way your customers say it.
Yours, completely	Domain registered in your name. Site, images and words owned by you. Leave any time with everything, documented, free. This is in writing on every quote.
A launch that's actually done	Tested on real phones, hooked to analytics, backed up, monitored, and handed over with a plain written walkthrough your staff can keep.

How a build runs, start to finish

- 1 Discovery — free**
 One email or one call. What you do, who buys it, what the site must accomplish. If we're not the right fit, we say so and point you somewhere honest.
- 2 The quote — 2 business days**
 One page: what gets built, the fixed price, the timeline, what we need from you. Held for 60 days. No deposit taken until you say go.
- 3 The build — 2 to 6 weeks by scope**
 Half on start, half on launch (milestones on larger builds). You see the site taking shape at a private link and comment as we go — no big reveal, no surprises.
- 4 Launch**
 Domain connected, forms tested, Google verified, backups running, monitoring on. The written walkthrough lands in your inbox.
- 5 Care**
 Every build lands on a care plan from the back of this document — starting at \$29 a month — so it stays fast, healthy and current instead of quietly rotting like the last one.

ONE RULE WE NEVER BREAK: YOU SEE THE NUMBER BEFORE ANYTHING STARTS — ON THE BUILD, ON EVERY ADD-ON, ON EVERY CHANGE ORDER.

Example builds — place yourself

Real scopes with honest price bands. Your quote will land inside one of these or between two of them — and you'll know why, because the quote says so in plain language.

THE STARTER · FOR THE FIRM WHOSE "SITE" IS A FACEBOOK PAGE

The Foundation Site

\$1,500 – \$2,500

2–3 WEEKS · 5–8 PAGES

A clean, fast, professional web presence: who you are, what you do, where you work, how to reach you. The site that makes you real to the customer who just Googled you from a referral.

What's inside: Home · services · about · service area · contact with quote form · Google Business Profile setup · reviews pulled in · photo-ready design

On The Works plan (back of this document) this build is \$0 down.

THE WORKHORSE · FOR THE ESTABLISHED FIRM READY TO LOOK LIKE IT

The Full Business Site

\$2,500 – \$4,500

3–4 WEEKS · 10–15 PAGES

Everything in the Foundation, with the depth an established operation deserves — a page per service that actually sells it, a projects or gallery section that proves it, and a careers page that recruits for you.

What's inside: Individual service pages · projects/portfolio · team · careers with application form · testimonials · FAQ · news or updates section

The most common build. Most 10–15 page sites land near the middle of the band.

THE FLAGSHIP · FOR MULTI-LOCATION AND LARGER OPERATIONS

The Large Site — 15 to 40+ pages

\$4,500 – \$9,500

4–6 WEEKS

For firms with multiple divisions, locations or product lines that deserve their own sections — structured so a visitor finds their answer in two clicks, and so the site can keep growing without a rebuild.

What's inside: Division/location sections · equipment or product catalogues (browse, not buy) · dealer or location finder · document downloads (spec sheets, safety, credit apps) · multi-form routing to the right inbox · careers hub

This is the lane for anything bigger than The Works' included 12 pages.

THE MACHINE · FOR THE FIRM THAT LIVES ON QUOTES

The Lead Generator

\$3,500 – \$9,000

3–5 WEEKS

A website built like a salesperson: its whole architecture funnels visitors toward one action — request the quote, book the estimate, start the job. This is where our systems background shows: intake that captures exactly what you need to price a job, before you've spent a minute on the phone.

What's inside: Guided quote-request intake (photos, measurements, job details) · instant estimate calculators where the math allows · online booking · automatic follow-up emails · a lead list you own · tracking that shows which leads came from where

This is the working-like-staff layer — intake that asks, files and follows up — sold here as a signed add-on, never a default on other builds. Pairs with Growth or Works care so the follow-up machine stays tuned.

THE BIG ONE

The online store — a second location that never closes

For a lot of Saskatchewan firms this is the largest untapped move on the board: the customers already trust you, the products already exist, and the counter is only open eight hours a day. A store doesn't replace the counter — it's a new location with no rent, open at 11 p.m. when your customer finally has time to order, and every order arrives with the customer's name, number and buying history attached. It isn't just sales; it's the best lead generator you can own, because every browser who doesn't buy still told you what they wanted.

What an order has to carry is arithmetic, not faith: three orders a week is 156 a year. Set that against the build band, the \$128 a month of Care + Store Care under it, and the processor's ~2.9% + 30¢, and you know exactly what an average order must clear for the store to pay for itself in year one. We'll run that math with you, on your numbers, before you spend a dollar — and unlike an employee, the store never calls in sick, never misquotes a price, and never forgets to upsell the accessories you told it to.

STORE · STARTER

The Starter Store

\$4,500 – \$7,500

4–6 WEEKS · UP TO ~50 PRODUCTS

Sell your core catalogue online without changing how you run the shop: orders come in by email and a simple dashboard, payments land in your account, and pickup or flat-rate shipping keeps fulfilment simple.

What's inside: Product pages with photos and options · cart and secure checkout · credit card / Apple & Google Pay · pickup and flat-rate shipping · tax handled · order confirmation emails · stock on/off switches

Card processing fees (~2.9% + 30¢, paid to the processor) apply on any platform, anywhere — nobody escapes those, and we set you up on the cheapest honest option.

STORE · FULL

The Full Store

\$7,500 – \$15,000

6–8 WEEKS · HUNDREDS OF PRODUCTS

A complete retail operation online: full catalogue with categories and search, real shipping rates, inventory counts, customer accounts, and the discounts-and-promos toolkit that turns a browser into a buyer.

What's inside: Everything in Starter · categories, filters and search · live shipping rates · inventory tracking · customer accounts and order history · promo codes and sale pricing · abandoned-cart recovery emails · product reviews

Where an established retail platform (e.g. Shopify) genuinely fits better, we say so and build on it — the monthly platform fee is theirs, the honest advice is ours, and our care plan manages it either way.

STORE · B2B

The Wholesale / Dealer Portal

\$12,000 – \$25,000

8–12 WEEKS · SCOPED CLOSELY

For firms whose real volume is other businesses: contractors, dealers, repeat commercial accounts. Each customer logs in to their own pricing, their own history, and a reorder button — and your counter staff stop retyping the same weekly order off a voicemail.

What's inside: Customer-specific price lists · account login · rapid reorder from history · quote-to-order flow · credit-account checkout (PO number) · order approvals · integration to your accounting where it earns its keep

This is as much a workflow system as a website — which is the other half of what RoteWorks does for a living.

THE RESCUE · FOR THE SITE THAT'S EMBARRASSING YOU

The Rebuild

\$1,500 – \$4,000

2–4 WEEKS · SAME WEB ADDRESS

Your address and your Google standing stay; everything else gets rebuilt as static files on an edge network — no admin login to brute-force, no database to inject. Old WordPress content comes across; the plugins, the patch treadmill and the 4 a.m. hack calls don't.

What's inside: Content migrated and rewritten where it needs it · design refreshed · redirects preserved so Google doesn't lose you · forms modernized · speed typically 3–10× faster

If the footer of your current site says © 2020, start here.

The add-ons menu

Copywriting from scratch (we interview you, we write it)	\$150 / page
Logo refresh / simple brand kit (colours, type, usage)	\$450 – \$900
Photography direction + shot list for your phone or photographer	\$250
Blog / news section with an easy posting workflow	\$400
Online booking (estimates, service calls, appointments)	\$500 – \$1,200
Instant-estimate calculator (where your pricing has rules)	\$750 – \$2,500
Second language (full site translation structure)	\$600 + \$90 / page
Accounting / CRM / email-list integrations	\$400 – \$1,500 each
Extra pages beyond quoted scope	\$120 – \$250 / page

EVERY ADD-ON IS QUOTED EXACTLY ON YOUR ONE-PAGE QUOTE — THE BANDS ABOVE EXIST SO NOTHING ON THE QUOTE EVER SURPRISES YOU.

THE OTHER HALF OF BEING ONLINE

Being found — search, maps, and AI answers

A website nobody finds is a filing cabinet. Every build already ships with the plumbing — titles, structure, sitemap, speed, and your Google Business Profile verified. Past that, being found is ongoing work, and it pairs with the website the way the sign pairs with the shop. Two ways we do it:

ONE-TIME · BEST BOUGHT WITH A BUILD, WORKS ON ANY SITE

\$450 – \$900

The Search Tune-Up

ONE-TIME · 1-2 WEEKS

A full audit-and-fix pass that gets everything Google reads about you correct, complete and consistent — the sixty unglamorous details that decide whether the town finds you or the other guy.

What's inside: Every page's titles and descriptions rewritten against what customers actually type · structured data so search engines understand who and where you are · Google Business Profile built out completely (categories, services, photos, Q&A;) · name-address-phone made consistent across the directories that matter · a simple review flow — how to ask, where it lands · a baseline report: where you rank today, in plain English

MONTHLY · THE COMPOUNDING ONE

\$199 / month

Search Growth

MONTHLY · CANCEL ANY TIME

Every month, your site gains a page written to be the answer to a question your customers actually ask — and unlike advertising, what you gain is yours forever. Stop ads and the phone stops; stop this and the pages keep ranking. That's the whole argument.

What's inside: One new search-targeted page or article a month, written for your trade · rank and Google Search Console tracking with a plain monthly report — what moved, what's next · review responses drafted for you · your structured answers maintained · quarterly strategy check

Competitive niches and multi-location campaigns are scoped separately — \$199 covers a one-town trade fighting for its own map.

The new front: AI answers. Your next customer increasingly doesn't search — they ask: "who rebuilds hydraulic cylinders near Regina?" And the AI assistants answering them cite sites that are structured as answers — clear questions, direct responses, facts machines can verify. We build and maintain that layer on every Search Growth site. Most shops around here haven't heard of it yet; being early is the entire advantage.

What we will not promise: #1 on Google, overnight results, or secret tricks. Nobody honest can. Search compounds like interest — three to six months in, it is the cheapest lead source you own, and it keeps paying after you stop feeding it. Anyone promising faster is selling something else.

Questions worth asking anyone who builds websites

How firm is the quote?

Fixed. If we misjudged the effort, that's our cost, not yours. The price only moves if you add scope — and you'll approve the number for that in writing before it starts.

Who writes the words?

We do, or we polish yours — included. You review every page. The fastest builds are the ones where you talk and we type: a 30-minute call gives us more than a folder of half-started Word documents.

Who owns the domain and the site?

You. Domain in your name, site and content yours outright, in writing on the quote. If we ever part ways you leave with everything, organized, free. Ask every other builder this question and watch the answer carefully.

Can you work with what I already have?

Yes — that's the Rebuild lane. Your address, your Google history and your content survive; the slow parts don't.

What about the store's payment fees?

Card processors charge roughly 2.9% + 30¢ everywhere on earth — us, Shopify, anyone. We set you up on the cheapest honest processor and never take a cut of your sales.

How do I keep it updated after launch?

That's the care plans on the next page — from \$29 a month. Or learn the simple editor from the handover walkthrough and do small changes yourself; it's your site.

Can I see sites you've built?

Yes — two, and they're ours: roteworks.ca (including the Snapshot intake at roteworks.ca/snapshot) and ossaihub.com, our open-source AI directory — thousands of pages, built and kept current by automated pipelines. The example builds in this document are illustrations, not client work, and client sites will be shown only as engagements complete, with written permission.

What if I need something custom — a portal, automation, systems?

That's RoteWorks' home turf: document, data and workflow systems for owner-operated firms. The website is often just the visible end of it. Scoped separately, plainly, same rules.

THE BACK OF THE DOCUMENT · AS PROMISED

Hosting & care — the three plans

Every build lands on one of these at launch. Care keeps a finished site healthy. Growth keeps it working for you monthly. The Works is the full meal deal — we build the site and run it, for one monthly number and nothing down.

	Care a healthy site, handled	MOST POPULAR Growth a site that works for you monthly	FULL MEAL DEAL The Works we build it AND run it · \$0 down
HOSTING, SSL, DNS, BACKUPS, MONITORING	Included.	Included.	Included.
FIXES WHEN SOMETHING BREAKS	Included — always free.	Included — always free.	Included — always free.
YOUR SITE BUILT FOR YOU	—	—	Complete custom site, up to 12 pages — a \$2,400 build, included. Bigger builds: quoted from the bands in this document, on the same plan.
CONTENT CHANGES	One small update a quarter	Up to 1 hour a month	Up to 2 hours a month
GOOGLE BUSINESS PROFILE POSTING	—	Monthly	Monthly
REPORTING	Annual health check	Monthly — traffic, uptime, changes	Monthly — traffic, uptime, changes
TURNAROUND	Two business days	Next business day	Same business day
ONLINE STORES	+\$99/mo Store Care	+\$99/mo Store Care	+\$99/mo Store Care — product updates, order-flow checks, promos
TERM	Monthly · 30 days' notice	Monthly · 30 days' notice	12 months, then \$79/month — or drop to Care at \$29
PRICE	\$29 / month OR \$290/YR — 2 MONTHS FREE	\$79 / month OR \$790/YR — 2 MONTHS FREE	\$189 / month FIRST YEAR · THEN \$79/MO

PRICES CANADIAN · GST/PST AS REQUIRED BY LAW · DOMAIN REGISTRATION BILLED AT COST, IN YOUR NAME · URGENT FIXES ALWAYS JUMP THE QUEUE FREE

The three promises, on every plan

Your domain is registered in your name. We manage it with your permission. You are never held hostage by your own web address — ever.

You own the site and everything on it. Every page, image and word. Leave any time and it all goes with you, complete and documented, no charge.

Backed up daily, watched around the clock. Monitoring pages us if your site so much as blinks — you will never learn about a problem from a customer. And fixes are always free.

The Works, in one paragraph. Nothing down, \$189 a month for twelve months (total \$2,268 — the same money as a typical build-plus-hosting year), the 12-page build included, then \$79 a month ongoing — or drop to Care at \$29. The one condition: it's a 12-month commitment because we build the site for nothing down; leave early and the unused share of the \$2,400 build is payable — and the site still goes with you, because it's yours.

Next step: email hello@roteworks.ca — your web address (or “we don't have one”), what you sell, and the one thing you wish your website did. A one-page read with your fixed price comes back within two business days. Quotes held 60 days.

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