

What your monthly plan includes

What Launch, Growth and Growth + Voice each cover, what every plan includes and what is left out, in plain words.

Your order form names your plan. This is what each one covers, in plain words. Your agreement has the exact terms.

Every plan

- Design and build of your site, with up to the pages your plan holds (5 on Launch, 10 on Growth and Growth + Voice)
- The words, written from facts you give us
- A layout that works on phones, and a contact form
- Basic search setup: page titles, descriptions and headings
- Hosting, updates and fixes
- Your site pointed at your website address (you buy and own the address)
- Your site linked from your Google profile at launch
- A monthly check of your pages, forms and links, with a short note
- Small changes each month: edits to text, photos, hours, menus, prices or contact details on existing pages (Launch up to 4, Growth up to 8, Growth + Voice up to 12 and handled first)

What Growth adds

- Two new posts a month on your site, written from facts you give us
- A new page each quarter
- A search tune-up each quarter
- A monthly report with five numbers from your site and Google Search

What Growth + Voice adds

- A written brand voice for your business (CAFECITO, our brand voice system), delivered in the first 60 days, with your site rewritten in it
- Four posts a month instead of two
- A new page each month instead of each quarter
- A seasonal refresh of your homepage each quarter

If you paid for your site up front

Your monthly Care covers hosting, updates and fixes, the monthly check and your small changes.

What isn't included

Running your social media or your Google profile, writing back to your reviews, online stores, booking systems built from scratch, memberships, custom integrations, paid ads, photography, logo design, translation, extra pages and moving content from more than five pages of an old site. Some of these we can quote separately. Ask us.

Your social accounts, your Google profile and your reviews stay in your hands. Our job is your website, and we link your Google profile to it at launch.

Good to know

- We can't promise rankings, traffic, calls or sales. What we can promise is what's on this list, done every month.
- Unused small changes don't roll over.
- We may show your finished site in our portfolio and posts. If you'd rather we didn't, tell us in writing at any time and we'll stop.
- You can ask us anything about your plan at hello@zossoz.com.

Need a hand?

Email hello@zossoz.com with your business name, the page, and what you'd like done, and we'll take care of it. We reply within one business day. See Request a change.

Related guides: Request a change · Ask for a new page · How your site posts work · Read your monthly report

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