

What your website *includes*, costs and follows

The four packages, the care plans, what you pay each month to run your own site, how the work runs, and the rules every site is built to help you follow. Prices in CAD before HST.

PACKAGES

Four packages, one price each

Every package is built from a working demo you can try before you decide. Pick the one that matches what your site has to do; the package builder on the website turns your choices into a written quote.

Package	Price	What is in it	Build time
Showcase	\$1,800	Up to 8 pages: a home page with motion, services and price menu, gallery, packages shown, a booking-request form emailed to you, a WhatsApp chat button, and the Google-ready basics (business listing data, hours, map and directions, page titles and descriptions, sitemap).	2–3 weeks
Booking	\$4,500	Everything in Showcase, plus live online booking from your Google Calendar; deposits by Interac e-Transfer (matched automatically) and by card through Stripe; email and text reminders; clients reschedule or cancel themselves with automatic refunds, less the cancellation fee shown at booking; a waitlist; client accounts with loyalty points.	4–5 weeks
Ordering	\$4,500	Everything in Showcase, plus an online shop or menu with options and stock; pay at the counter, by Interac e-Transfer or by card; pickup slots or shipping with the HST line; order statuses and customer emails; sold-out switches you control; customer accounts.	4–5 weeks
Studio	from \$7,500	Everything in Booking or Ordering, plus team logins with days off and tip points; an owner dashboard with in-studio checkout and CSV export; prepaid packages or party trays with notice; a daily 6 AM PDF schedule; and the extras your trade needs: travel zones, early-start fees, bridal deposits with balance reminders, group booking, a 3D product builder, or the regulated-provider setup for medical spas.	5–7 weeks

Build time counts from the day the studio has your services, prices and photos. Some approvals happen in your name and cannot be rushed: text-number verification (3–5 business days), Stripe activation (Stripe reviews the public site first), and the Google sign-in consent screen. Allow about a week for them.

Care plans, monthly

Plan	Price	What it covers
Care	\$69 a month	Hosting set up on your own accounts, monitoring, security updates, backups, and 30 minutes of edits a month.
Care Plus	\$129 a month	Everything in Care, plus 2 hours of edits, seasonal promotions, a monthly booking or order report, and priority replies.
Anything beyond that	\$95 an hour	Quoted in writing before the work starts.

Care plans are managed from your client login on the studio website: start, change or cancel there, and send update requests with a reply thread so you can see what was done and when.

AN APP, LATER

Every Booking, Ordering and Studio site installs to a phone's home screen as a progressive web app: an icon, full screen, no browser bar, at no extra cost. A native listing in the App Store and Google Play is a separate job for later, estimated at \$2,500 to build and submit plus about \$49 a month for the developer accounts and the updates the stores require. Both figures are estimates and neither is inside a package price.

RUNNING COSTS

What you pay each month to run your own site

Your site runs on accounts opened in your name and billed to your own card. The studio never marks them up, and if we ever part ways the site keeps running exactly as it is.

Item	Light	Typical	Busy	What it does
Netlify hosting (Personal plan)	\$12.53	\$12.53	\$12.53	Hosts the site and runs the booking, payment and reminder functions
Domain name	\$1.21	\$1.29	\$1.83	Your own address, paid yearly (.com about \$15, .ca about \$13–22 a year)
Text number (verified toll-free)	\$2.99	\$2.99	\$2.99	The number your reminders come from (Booking, Ordering and Studio only)
Text messages	\$4.18	\$9.46	\$21.29	About 200 / 400 / 900 messages a month
Google Calendar, Gmail, Google sign-in	\$0	\$0	\$0	Live availability, the inbox that matches e-Transfers, client login
Stripe	\$0	\$0	\$0	Card payments and automatic refunds. No monthly fee; 2.9% + \$0.30 per card payment
Receiving Interac e-Transfers	\$0	\$0	\$0	Free to receive at every Canadian bank
Total a month	\$20.91	\$26.27	\$38.64	About \$251 / \$315 / \$464 a year. A Showcase site needs no text number: about \$14 a month.
Optional: Google Workspace, 1 user	+\$9.20	+\$9.20	+\$9.20	A custom email such as hello@yourstudio.ca. The free Gmail account works too.

CAD, tax extra, converted at 1.39 CAD per USD. Netlify and Twilio bill in US dollars, so a Canadian card adds a small foreign-exchange fee. Figures are September 2026 list prices and will drift.

WHY A VERIFIED TOLL-FREE NUMBER

Canadian carriers filter automated texts heavily. A verified toll-free number is the reliable way for reminders to arrive; verification is free, takes about 3–5 business days and needs a paid Twilio account, which is why it is set up early in the build.

The terms every build runs on

- **Fixed price, written scope.** One price per package, agreed before work starts. Anything outside the scope is quoted in writing at \$95 an hour and only done when you say yes.
- **Half to start, half at launch-ready.** The first payment reserves your build slot and is refundable in full if work has not started. Prices are plus HST.
- **You own everything.** On final payment the site files, the content and the accounts they run on are yours. Hosting, domain, payments and the text number are contracted in your name.
- **Running costs are never marked up.** Netlify, your registrar, Stripe and Twilio bill you directly.
- **Thirty days of fixes.** Defects in the studio's work are fixed free for 30 days after launch; after that, the care plan covers them.
- **What you bring.** Your services and prices, your photographs (or a shoot we arrange), your policies, and the accuracy of every claim on the site. The studio flags what it knows about the rules for your trade, but that is not legal advice.
- **Demo sites.** The demos use fictional business names and illustrative images; test payments on them are in sandbox mode and no money moves.

THE RULES

Rules every site is built to help you follow

Research notes, not legal advice: have your own advisor confirm anything that matters to you.

Every rule below changes a screen, a sentence or a setting on your site, and the right-hand column says what the build does about it.

RULE	WHAT IT REQUIRES	WHAT THE BUILD DOES
CASL (CRTC)	Consent before marketing email or texts; the business name, a mailing address and a contact on every one; unsubscribes honoured within 10 business days; contact details live for 60 days after a send. Implied consent lasts 2 years from the last purchase. Confirmations, receipts and "ready" texts are consent-exempt but still carry the footer.	Unticked opt-in at booking or checkout; footer on every marketing email; "Reply STOP" on marketing texts; a consent log with date and source, kept 3 years; automatic stop 2 years after the last paid order.
PIPEDA (privacy regulator's ten principles)	A readable privacy policy: what is collected, why, who sees it (Stripe, Netlify, Twilio, Google, the courier), how long it is kept, who is accountable and how to reach them, that some processing happens outside Canada, and what happens on a breach.	A privacy page from a template, the client named as accountable, a contact address, retention stated. The client is the accountable organization; you are the service provider.
CPA 2002, internet agreements (O. Reg. 17/05 s.32–35)	Over \$50: supplier name and business name; address, phone and email; a fair description; itemised price with taxes and shipping; extra charges; the total; payment terms; delivery or performance dates, place and provider; cancellation, return and refund rights; currency if not CAD; other restrictions. An express chance to accept or decline and fix errors; a copy within 15 days. Missing steps give the consumer 7 days from the copy, or 30 days if no copy, to cancel. Anything paid now for later is also a future performance agreement: refund if not delivered within 30 days of the agreed date.	A review screen with every item on that list, an "I agree" button, and the copy emailed at once.
Deposits and cancellation fees	No statute fixes a percentage. Courts enforce a kept deposit only as a genuine pre-estimate of the loss, never as a penalty; the terms must be disclosed before the consumer agrees.	The deposit rule and the fee on the same screen as the price; a fee that scales with notice given; the words "cancellation fee", never "non-refundable" alone and never "penalty".
Competition Act (drip pricing 2022; ordinary price 2024)	A headline price must be attainable: only charges imposed by law (taxes) may be added later. A "regular" or "was" price must be provable by the seller — sold in substantial volume at that price, or offered in good faith for a substantial period.	No service, packaging or booking fee outside the displayed price; no strike-through prices by default; HST the only line added at checkout.
HST disclosure (Excise Tax Act s.223)	Show the tax amount or say the price includes it, on the receipt and at the point of sale. Goods shipped to another province carry that province's rate.	An HST line on every order screen and receipt; the rate follows the shipping address.
PCI DSS (Stripe)	Card data never touches the site; TLS 1.2 or better; the merchant attests once a year in the Stripe Dashboard.	Stripe Checkout only; HTTPS only; no unknown third-party scripts on the checkout page.

RULE	WHAT IT REQUIRES	WHAT THE BUILD DOES
Cookies and pixels (privacy regulator's guidance on ad tracking)	No banner law, but ad tracking is personal information: a clear notice at or before collection, an opt-out that works at once and persists, and express consent for anything sensitive. Quebec's Law 25 needs opt-in cookies and a named privacy officer if the site serves Quebec residents.	No pixel by default; if the owner wants one, a notice line and an off switch; never on health pages.
Tips (Ontario ESA)	An employer cannot withhold or deduct from tips except statutory deductions, a court order or a tip pool. The only card-fee deduction allowed is the greater of the card company's percentage or 1.5% of the tip, on credit-card tips only. Pooling needs a written policy; the owner shares only if a sole proprietor, partner, director or shareholder who regularly does the same work, and the policy is posted.	Tips recorded per staff member and exported separately; the owner login receives none unless the posted-policy flag is set.
Gift cards and points (Ontario)	No expiry on gift cards except cards for one named service; no activation, service or dormancy fees except on mall-wide cards. Loyalty points may not expire for the passage of time alone.	Gift bundles never expire; no fees; no points-expiry code.
AODA (Ontario)	WCAG 2.0 AA is a legal duty for organizations with 50 or more employees, so not for these clients. The Human Rights Code duty to accommodate applies to everyone.	Contrast, keyboard order, alt text and captions as best practice; "built toward WCAG 2.0 AA", never "AODA-compliant".

Ontario passed a replacement Consumer Protection Act, 2023 in December 2023; a proclamation date could not be confirmed, so the 2002 Act and O. Reg. 17/05 are quoted here. Check e-Laws before quoting either. The O. Reg. 17/05 section numbers come from a law-firm summary because the e-Laws page would not load.

Trade by trade

What changes for beauty studios, medical aesthetics, jewellery shops and restaurants.

Beauty: makeup, hair, nails, spas

- **O. Reg. 136/18:** name and contact before any service except hair-only and barbering; an explained-risk step before invasive services; records kept 1 year on site and 2 more.
- **Inspections are public:** Toronto's BodySafe and Peel Public Health both post a sign at the door and publish results online. Link to the client's own pass; nobody else does.
- **Product claims:** a service description says what is done, not what it cures; a therapeutic claim turns a cosmetic into a drug.
- **Wedding bookings** are internet agreements and future performance agreements: the s.32 screen, the emailed copy, the 30-day refund rule, and travel and early-start fees inside the quoted total.
- **Tips, gift cards, points:** the rules in the table above, on every site that has the feature.

Medical aesthetics

- **Health Canada:** a prescription drug may be named with price and quantity only; no use, benefit, photo or video beside it. Fillers are licensed devices, not prescription drugs; the medical director decides how they appear.
- **Physicians (O. Reg. 114/94 s.6(2)):** no testimonials, no comparative or superlative claims — a review widget is a testimonial. Before-and-after only on the clinic's own site or social accounts, accurate, consented, never unsolicited, never beside a named drug. The physician answers for ads you write.
- **Nurses (CNO, June 2026):** full name and designation on every ad, the medical director named, no "expert" or "master", unretouched consented photos, no tips.
- **PHIPA:** intake and consent forms are health information — not through the form-to-Gmail path. No pixel or analytics on booking or intake pages; Meta restricts what health sites may send anyway.
- **Virtual care (CPSO):** a video consult is fine; "get your prescription online" is not something to build.

Jewellery

- **Precious Metals Marking Act:** "karat" only at 9K or more; "gold plated" is 10K+ and at least 1 micrometre; vermeil is sterling plus gold; sterling is .925; a stamped mark needs the registered trademark.
- **Diamonds:** "laboratory-grown", "lab-created" or "synthetic" immediately before "diamond", equal size; "cultured" and "man-made" are out; no value or eco claims without proof. Simulants named as what they are.
- **Returns:** no duty to accept them, a duty to disclose the policy before the sale; "final sale" on custom pieces is fine if shown first.
- **US shipping:** duties prepaid since 29 August 2025, HS code and origin per item; off by default, or duty inside the total.
- **FINTRAC:** a \$10,000 transaction makes the shop a reporting entity; cap online orders at \$9,999 and take the big sale in person with ID.
- **HST** at the destination province's rate when shipping.

Restaurants and takeout

- **Prices:** all-in, with any service or packaging fee inside the item price; HST at 5% on qualifying orders of \$4 or less, 13% above.
- **Halal:** a claim needs the certifier's full name (FDR B.01.050); without one, say where the meat comes from.
- **Allergens:** no menu law, but tags are representations. Eleven priority allergens plus sulphites; a kitchen-wide line and an allergy field beat wrong tags.
- **Calories:** only at 20 or more locations. **Liquor:** only with food, in licensed hours, 19+, and never in a Google post or a Meta Shop.
- **Apps:** no Ontario fee cap today — the 2020 cap applies only during dining bans. The Google "Order online" button can be pointed at the site and app links removed within 5 business days.
- **Party trays** are future performance agreements: terms before payment, copy emailed, deposit as a genuine pre-estimate, refund if not delivered within 30 days of the agreed date.

NEXT

Where to go from here

- **Try the demos** on the studio website: book, pay a test deposit, place an order, log in as staff.
- **Customise a template** in the browser and send it into your quote.
- **Build your package** and receive a written quote within one business day.
- **Ask anything** through the contact page; a walkthrough of any demo takes ten minutes.