GREENSHOOTS MEDIA

AUSTRALIAN DIGITAL STUDIO · EST. 2022

Pricing & Services Guide

Websites · Apps · AI Chatbots · Email Marketing

2026 Edition

A short, honest guide to what we build, how we price it, and how long things take. Everything in here is the same offer you'd get on a call — just on paper so you can read it on your own time and share it with whoever helps you decide.

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What we do

Greenshoots is a small, hands-on studio. Brad runs the work end-to-end — design, build, deploy, look after it. Six things we do, and we do them properly.

01

Websites & web apps

Fast, modern marketing sites and bespoke web apps. Built for speed, SEO and easy editing — not from a template. We handle hosting, SSL, backups and uptime monitoring so you never have to think about it.

NEXT.JS · ASTRO · REACT

02

Native mobile apps

iOS apps built in SwiftUI — the same toolkit Apple uses for its own apps. Real native performance, App Store submission included, and a clean codebase we can keep improving as your product grows.

SWIFTUI · IOS · APP STORE

03

Ecommerce

Shopify stores for shops that need to ship product fast, and custom stacks when Shopify can't do what you need. Theme work, app integration, payment setup, and ongoing optimisation are all on the table.

SHOPIFY · CUSTOM LIQUID · HEADLESS

04

AI chatbots

Claude-powered chatbots that actually know your business — scraped from your site, tuned to your tone, and watching for leads 24/7. Hosted on our infrastructure, with a real dashboard and monthly reporting.

ANTHROPIC CLAUDE · CUSTOM KB · LEAD CAPTURE

05

Email & marketing

Klaviyo flows, campaigns and template work. Welcome series, abandoned cart, win-back, post-purchase — the lot. We write the copy, build the templates, set up the segments, and connect it to your store or CRM.

KLAVIYO · FLOWS · TEMPLATES

06

SEO & technical audits

Practical SEO audits that find what's actually holding your site back — not a 100-page PDF nobody reads. Core Web Vitals, schema, on-page, indexing, internal links. You get a plain-English report and a prioritised fix list.

TECHNICAL SEO · AUDITS · REPORTS

Build Your Bundle

Our pricing is straightforward. Managed Hosting is the base of every bundle at **$30/month**. Add what you actually need on top — chatbot, content updates, SEO — and skip what you don't. No tiers full of features you'll never touch.

All AUD, GST inclusive. Monthly = rolling, no lock-in — cancel with 14 days notice. Annual = a fixed 12-month term paid upfront, charged at 11x the monthly price (one month free) and the setup fee is waived.

Managed Hosting — $30/month (base)

Included in every bundle. Always. The foundation everything else sits on:

- Free SSL certificate, renewed automatically
- Daily backups
- Uptime monitoring with alerts
- Proactive alerts before things bite — expiring SSL, domain renewal, a site not responding
- Instant new-lead alerts, and every enquiry saved to your own contact database
- Business email setup on your domain
- Free site migration at onboarding, with your old site kept live until the switch

AI Chatbot — choose a tier (optional)

Tier	What it's for	Messages/mo	Add-on price
Starter	Quiet sites, side projects, kicking the tyres	250	**+$15/mo**
Growth	Small businesses with steady web traffic	500	**+$30/mo**
Business	Busy sites, multiple service areas, active leads	1,000	**+$60/mo**
Pro	High-traffic sites, ecommerce, multi-product	2,000	**+$120/mo**
Scale	Enterprise volume, multi-brand, agency clients	4,000	**+$240/mo**

Content Updates & SEO — $100/hr per month (optional)

Both add-ons are billed by the hour, per month. Pick 1, 2, or 3+ hours of each per month. Hours are per month and don't roll over — choose the hours that match how often you update. Use them for content edits, image swaps, copy rewrites, SEO fixes, schema, technical improvements, anything in scope.

Setup fee — $100 once-off
Covers onboarding, configuration, branding, testing and deployment — including the chatbot KB build when a chatbot is in your bundle.
Waived on annual
plans.

Headline figures

Hosting from $30/mo · Hosting + chatbot bundle from $45/mo

All AUD
GST inclusive

How long things take

Honest estimates from actual recent projects — not a generic "4-12 weeks" range. Most of the variance comes down to how fast we get content, photos and approvals from your side.

Project type	Typical duration	Notes
Brochure website	**3 – 4 weeks**	5–8 pages, simple CMS, contact forms.
Marketing site with CMS	**4 – 6 weeks**	10+ pages, blog, structured content, editorial workflow.
Ecommerce build	**6 – 8 weeks**	Shopify or custom — product catalogue, payments, shipping, theme.
Native iOS MVP	**8 – 12 weeks**	SwiftUI, App Store submission, TestFlight beta, plus backend work.
AI chatbot deployment	**within 1 week**	From sign-off to live on your site — scrape, train, brand, embed.
SEO audit + report	**5 business days**	Crawl, Core Web Vitals, on-page, indexing, prioritised fix list.

What happens at each stage

1. Discovery (week 1)

20-minute call, then a written proposal with scope, deliverables, timeline and price. We don't start until you've signed off on the proposal.

2. Design & build (weeks 2 – n)

Design comps for sign-off, then build. You get a staging URL to review progress at every step — not a black box where nothing happens for a month then a big reveal.

3. Review & revisions

Two rounds of revisions included for design and build. We work to your feedback — not "creative direction by committee".

4. Launch & handover

Migration to production, DNS, SSL, analytics, monitoring. CMS training session if there's a CMS. Then ongoing hosting and support kicks in.

Working pace

We work in weekly cycles. You'll hear from us at least once a week with progress, screenshots and what's next. If something's blocking us we'll tell you straight away — we don't sit on issues hoping they'll resolve.

Selected work

A small sample of recent and ongoing projects, picked because each one shows a different stack and engagement model.

East West Conveyancing

WEBSITE + CHATBOT

Custom Next.js site for a Central Coast conveyancing firm, with a Claude-powered chatbot trained on case studies, fee structures and the firm's tone. The chatbot answers complex property-law questions and captures qualified leads for Glen and the team — measurably increasing enquiries since launch.

NEXT.JS · CLAUDE · CUSTOM KB · FATHOM

IceRays

ECOMMERCE

Shopify storefront servicing both Australian and US markets, live and selling for 3+ years. Theme work, currency switching, freight logic, payment configuration and ongoing optimisation. A good example of a Shopify build that's stayed maintainable as the catalogue has grown.

SHOPIFY · LIQUID · MULTI-MARKET

BenchBalancer

WEB APP + NATIVE IOS

Custom JavaScript algorithm that helps coaches balance line-ups across teams, wrapped in a web app and now being ported to a native iOS app in SwiftUI. A genuinely tricky brief — the algorithm needed real testing — and a good example of taking something from prototype to production.

JAVASCRIPT · SWIFTUI · ALGORITHMS

Phoenix Packaging

B2B SITE + CHATBOT

B2B brochure site with a chatbot trained on product specs and minimum order quantities. Industrial buyers tend to ask the same dozen technical questions over and over, and the chatbot handles them around the clock — freeing the team for the enquiries that actually need a human.

ASTRO · CLAUDE · LEAD CAPTURE

> *"Greenshoots delivered a website well beyond what we expected — a genuinely outstanding result."*
>
> — Glen Sharman, East West Conveyancing

How to engage

Four steps, no surprises. Most clients are from quick call to signed proposal inside a week.

1

Call

Book a free 20-minute call. We talk through what you're trying to build, your timeline, your budget, and whether we're a good fit. No sales pitch — if it's not a good fit we'll say so.

2

Proposal

Within a few business days you get a written proposal: scope, deliverables, timeline, total price, and what's not included. Everything in plain English. Sign or send back questions — whichever.

3

Build

Weekly progress updates with screenshots and a staging URL you can poke at. Two rounds of revisions are baked in. You'll always know what we're working on this week and what's blocked.

4

Launch & support

We migrate, configure DNS, set up monitoring and analytics, do a handover session. Then your bundle kicks in for ongoing hosting, content updates, SEO, chatbot — whatever you signed up for.

Ready to start?

Book a free 20-minute call — or just give us a ring.

greenshootsmedia.com.au/book-a-call 0408 638 596

Brad Banks

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Thanks for reading. If anything in here didn't make sense, or if you want a price on something I haven't listed, just drop me a message at greenshootsmedia.com.au/contact — I read every one.