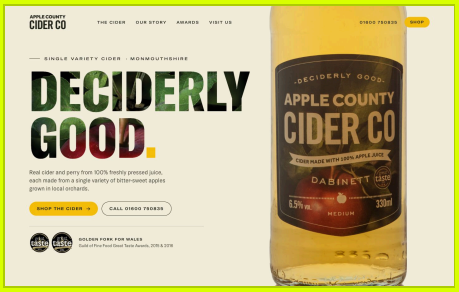
A new website for Apple County.

Prepared for Ben and David by Eric Berg, Crush



01 Deciderly good.



02 Where is Apple County?



03 A song for each apple.

Your number

£1,850

Paid once.

Half at go, half at launch

£925 when you say go, £925 when your site is live.

Built within a week

of your go. You see every page before anything goes live.

Yours to keep

Site and files in your name.

What we built it around.

Deciderly good.

From your own labels. Option 1 stands your Dabinett, the Golden Fork for Wales cider, huge on the screen, with that line cut from the apple-on-the-branch picture your label is printed on.

Where is Apple County?

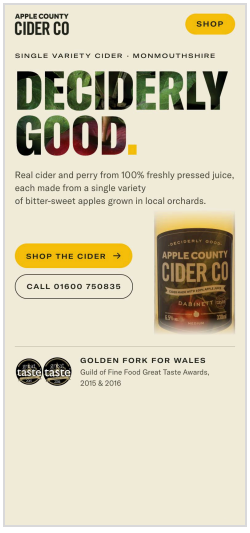
Your own question, from Our Story. Option 2 answers it with your orchard in full blossom and the cider year, pressed in autumn and racked at blossom, with a marker that walks to today's season.

Each cider apple has a unique song to sing.

From The Cider. Option 3 sets your five single varieties, Blakeney Red perry included, as notes across a stave over your orchard, and each one sings its tasting line in turn.



Today



New, on a phone

All in the price of your website.

The website

A new site for Apple County: the homepage, your ciders and perry, your farm shop, your online shop, and a way to get in touch, built out from the top you've just seen. Built within a week of your go.

An animated promo

A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.

A designed email

Designed and written for your regulars and your list, so the people who already love your ciders hear about the new site and the next release from you.

Twelve ads

Twelve launch graphics for your own channels (email, socials, site banners), each sized for feeds and stories, with moving versions of the best four.

A front desk

First month on us

From Hire Whoever, our sister company: a voice assistant built around your farm shop, so callers asking about opening times, what's in stock or finding the farm get an answer while you're out in the orchard or the barn, and every call becomes a short written record.

Unlimited small changes

For the first 30 days, anything you send is live the next business day. After that, small changes stay free: a price, a photo, your hours, a line of text. Text or email it and it's done within the week.

Launch email setup

Included when you say go before 25 November 2026

We set up the launch email and line it up for your regulars and your list, ready to go out on launch day.

£1,850, paid once. Nothing that comes with it is billed separately. All prices in pounds sterling.

Built within a week of your go.

Day 0

You say go

You pay the 50% deposit and give us access to your domain and current site. Your live site won't change until you say.

Days 1 to 7

We finish the site

We build these pages into your full site. You see every page in a preview before anything goes live.

Launch

It goes live

The new site goes live on your domain, and the promo and launch email are ready to go out with it.

After launch

Changes, on us

For 30 days, anything you send is live the next business day. Small changes stay free after that.

Launch day depends on you too: the sooner your answers and approvals come back, the sooner it's live. If we're ever the hold-up, your first three months of Steady, our monthly care plan, are on us.

"We weren't planning to rebuild the website for our cafe, until Eric from Crush approached us... We're so glad he did!"

Alejandra Dominguez, Switchboard Cafe, Salt Spring Island, BC

"I don't respond to emails from outsiders, but I'm glad we did with you."

Midwest Peps, online store, Kansas

"...completely modernized the site while keeping its identity, its history and the content I care about."

Vincent Cheville, Volcano Explorer, La Réunion (translated from French)

Yours, start to finish.

What you own

The site and every file, in your name.

Your photos, ciders, online shop, and contact details carry over.

No commitment on anything monthly. Cancel anytime; the site stays yours.

What you pay

Your website	£1,850
When you say go (50%)	£925
When the site is live	£925

All prices in pounds sterling.
This proposal holds until 18 December 2026.

When you want more.

Small changes stay free, so you never need a plan to keep your site right. These are for when you want us working on it every month: no commitment, cancel anytime.

Steady	Any change live the next business day, your Google listing kept current, backups checked by a test restore, updates tested, lookalikes and spam reported.	£250/mo
Grow	Everything in Steady, plus a new page or article a month, showing up in Google and ChatGPT answers, one campaign, review requests and where you stand each month.	£500/mo
Partner	Everything in Grow, plus Eric on call every day, and we run your marketing & sales: full SEO, every email, promo and ad, offers from your own numbers, prize games, custom booking and checkout.	£1,000/mo

Questions.

Will moving hurt my Google ranking?

We move it carefully. Every page address on your current site keeps working or forwards to its new page, and your titles and business details carry over, so nothing Google already knows about breaks. The new site is fast and built for phones first, which Google rewards. We don't promise rankings.

Is it secure?

Yes. It's built lean and tested on a preview first. Your forms, online shop and checkout keep working the way they do now.

Who owns it?

You do. The design and every file sit in your name. Your domain stays with you; nothing of ours renews unless you ask.

How do I make changes?

Text or email me the change. For the first 30 days, anything you send is live the next business day. After that, small changes stay free, done within the week: a price, a photo, your hours, a line of text. Something new, like a page or a feature, gets a price before we touch it, or a monthly plan covers it.

When do I pay?

Half (£925) when you say go, the rest (£925) when the site is live. You've seen the homepage before paying anything.

What about new releases?

Then the site changes with them. New ciders, perry and opening times are easy to update, and I'll load your current range into it as part of the build.

Say go.

Reply to my email or write to eric@crushhh.co,
and the build starts.
This proposal holds until 18 December 2026.

Say go by email ↗

See the looks again: applecountycider.crushhh.co



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