

EXSELR

Expertise & Pricing Guide

WINTER 2026



Index

Explore our expertise & pricing guide.

Welcome

EXSELR's mission, experience, and about the owner. _____ 3

Website Solutions

Website Solutions	4
Website Design & Support - Monthly Plans	5
Website Design & Support - Annual Plans	6
Website Services	7

Graphic Design

Graphic Design	8
Graphic Design - Monthly Plans	9
Graphic Design - Annual Plans	10
Graphic Design - Pricelist	11

SMM

Social Media Marketing	12
Social Media Marketing - Monthly Plans	13
Social Media Marketing - Annual Plans	14

Contact

Get connected with EXSELR _____ 15

Welcome

Thanks for exploring our expertise and pricing guide.



Mission

At EXSELR our mission is to help our customer's businesses thrive online with intentional graphic design, website solutions, and SMM (social media marketing). We handcraft remarkable visuals, strategies, and website solutions. Our customers trust us to deliver consistent quality. We understand the importance of working hard, being honest, and being accountable. Our 16+ years of experience help customers navigate online marketing channels. Our plans strive to help improve conversion rates and reap positive returns on investments.



Experience

Over those years we've learned what is effective and how to implement strategies to accomplish desired outcomes. Some of the industries we've helped over the years include entertainment, sports, venues, restaurants, bars, nightclubs, politics, artists, djs, weddings, real estate, physical therapy, fashion, healthcare, wellness centers, barbers, salons, masons, hvac, recycling, legal services, and landscaping businesses.

I'm a full-stack developer. I graduated with a bachelors degree in visual communications specializing in graphic design. When I'm not working, I enjoy being with my wife and kids. Creating art and music have been something I've always enjoyed. I'm an outdoors-man at heart. When all is said and done, I want to hear God say to me, "Welcome my good and faithful servant".

– EXSELR Owner Jonathan Cady



Website Solutions

Designed for startups & small businesses.

Make a website your customers love.

Your website is the most important resource for showcasing your business. Buyers have website access 24/7 to evaluate your products or services, usually before they interact with someone from your company. If you just need to get up and running quickly with a pre-built template website or a totally customized brand specific website tailored to your needs, we have you covered. Most business owners aren't web designers, programmers, webmasters, or system administrators.

That's why we created affordable website plans that allow you to have a professional website without the hassles and headaches of trying to run it yourself. Giving you more time to focus on hitting target goals for your business. We've spent 16+ years developing and supporting websites for customers. Let us help you create a website that you and your customers love.

Three stages to a great website.



Website Design

UI/UX design specializing in custom responsive websites focusing on brand cohesion. Creating clean, functional websites that harness the power of the web. Re-Designing outdated websites into state of the art tools for businesses.



Development

Website Development demonstrating Linux Administration, CSS, PHP, XML, PHP, Javascript, WordPress Theme Development, WordPress CMS. Leveraging open-source and paid plug-in solutions for specific features, needs, and utilization.



Support

We keep websites fast, safe, and secure on cloud vps hosting servers. We don't design websites and then leave you in the dust. We take the hassle out of updates, and web-mastering. 100% full support for each website we build.

Website Design & Support Plans

We create websites as a service for business professionals.

Save up to \$160/mo. → **Annual** ☒ **Monthly**

Standard

Premium

Advanced

★ MOST POPULAR

\$169/mo.

billed monthly

1 Website + Hosting

[SELECT PLAN >](#)

\$349/mo.

billed monthly

1 Website + Hosting

[SELECT PLAN >](#)

\$529/mo.

billed monthly

1 Website + Hosting

[SELECT PLAN >](#)

Ideal for startups or small businesses who require a reliable online presence but are on strict budget.



Our most popular website plan for established businesses who require a custom brand specific website. Primarily focused on scaling and online growth.



Ideal for small to medium sized businesses who require a custom brand specific website while also offering products for sale online.



 Website Design 

 Website Design 

 Website Design 

 Support & Maintenance 

 Support & Maintenance 

 Support & Maintenance 

 Security 

 Security 

 Security 

 Server 



 Server 



 Server 



 Performance 

 Performance 

 Performance 

 (DNS) Domain Name System 

 (DNS) Domain Name System 

 (DNS) Domain Name System 

Billed Monthly:

Website Setup Fee: \$500. If you complete 12 months of service with EXSELR you will be refunded \$500.

All prices in USD. Monthly billing options are billed monthly.

View our accepted [payment methods](#).

Questions about billing or not sure which plan is best for your business?

[Call](#) or [TEXT](#) or [start a conversation with us](#).

Website Design & Support Plans

We create websites as a service for business professionals.

Save up to \$160/mo. → **Annual** ☒ **Monthly**

Standard

Premium

Advanced

★ MOST POPULAR

\$129/mo.

Save \$480 per year
billed annually

1 Website + Hosting

[SELECT PLAN >](#)

\$249/mo.

Save \$1,200 per year
billed annually

1 Website + Hosting

[SELECT PLAN >](#)

\$369/mo.

Save \$1,920 per year
billed annually

1 Website + Hosting

[SELECT PLAN >](#)

Ideal for startups or small businesses who require a reliable online presence but are on strict budget.



Our most popular website plan for established businesses who require a custom brand specific website. Primarily focused on scaling and online growth.



Ideal for small to medium sized businesses who require a custom brand specific website while also offering products for sale online.



 Website Design 

 Website Design 

 Website Design 

 Support & Maintenance 

 Support & Maintenance 

 Support & Maintenance 

 Security 

 Security 

 Security 

 Server 



 Server 



 Server 



 Performance 

 Performance 

 Performance 

 (DNS) Domain Name System 

 (DNS) Domain Name System 

 (DNS) Domain Name System 

Billed Annually:

Require 50% of total annual cost paid at start of website.
Require 50% of total annual cost paid upon website launch.
All prices in USD. Annual billing options are billed annually.

View our accepted [payment methods](#).

Questions about billing or not sure which plan is best for your business?

Call or [TEXT](#) or [start a conversation with us](#).



Web Design

Our web design focuses on crafting remarkable visuals that impress viewers. Leveraging images, text, color, shapes, position, space, and eye-tracking we create intentional websites that are appealing to viewers. Customer's impressions of your brand and user experience on your website matter. We generate the most value possible with unparalleled attention to detail when creating websites. Your website should accurately represent your business 24 hours a day.



Development

EXSELR is highly skilled in coding and programming the latest web technologies. Meticulous thought goes into creating every detail and function of a website. Building and implementing only what is absolutely necessary for each project's goals allows us to provide lightning fast website services. Utilizing open source languages, software, and cloud development platforms we develop complex systems. Keeping them secured, updated, and fully accessible and functional is at the forefront of our development schedules.



CMS Integration

As of 2024, roughly 43% of websites on the internet are built on the WordPress CMS (Content Management System) platform. That's about 835 million websites! It's for a good reason, thousands of contributors have made it so strong, reliable, and user friendly. For the majority of website projects we build, we harness the open source power of WordPress CMS. It allows us to easily and efficiently manage website updates.



Website Hosting

We develop and maintain websites on SSD Cloud VPS (Virtual Private Server). The host server stores all your websites files and makes them accessible to visitors accessing your website domain. This ensures visitors have a secure and enjoyable experience when visiting your website.



Website Maintenance

I'd be nice if you could build a website, launch it, and watch the money roll in without any effort. Unfortunately that's not how websites or businesses work. Website maintenance keeps your websites live, content fresh & customers and search engines satisfied. It creates relevancy in your market. We 100% support your website after launch and fully manage every detail of your website's well-being. Our maintenance packages handle all updates necessary to keep your website fresh and accurate.



Management & Security

We manage your website on our VPS Cloud Hosting server. Daily, weekly, monthly, and yearly tasks are completed by us. These tasks include but aren't limited to: website security, hosting security, plugin updates, software updates, malware & virus removal, brute force attacks, website traffic monitoring, database backups, website file backups, contextual updates, scheduled file system cleaning, source code updates, video uploading, page creation, domain registration renewals, website hosting services.

Graphic Design

Visual communications handcrafted to shine.

Make your brand outstanding.

EXSELR helps businesses establish brands by creating remarkable designs. With 16+ years of experience we've generated thousands of advertisement designs. We hyper-focus on each detail until the project looks amazing. We believe that being authentic, working hard, and being persistent is key to your businesses success. Let's outshine your competition by creating graphics that make your business look awesome.

Do you currently have a content strategy? What are your daily, weekly, monthly, and yearly marketing goals? Having a structured content strategy is crucial if you want to be consistent showcasing the fruit of your labor. Some companies suffer as result of not having a scheduled content strategy. Do your graphics reflect your business and hardwork effectively? We can help you create a content strategy that empowers your brand through creating impactful graphics.

Graphic Design Services



Logo Design

We create beautiful logos, refresh old brands, and vectorize existing logos. Create a great brand by starting with an excellent logo design.



Digital Design

Expand your businesses reach with impactful graphics that attract customers. We design digital graphics optimized for distribution online.



Print Design

We create graphics specifically designed for print mediums. From business cards to billboards, and anything in between.

Graphic Design Plans

Our current graphic design packages, offering bulk discount prices.

Save up to \$220/mo. → **Annual** ☒ **Monthly**

Standard

Premium

Advanced

Enterprise

★ MOST POPULAR

Pack of 5 graphics

\$309/mo.

billed monthly

[SELECT PLAN >](#)

Pack of 10 graphics

\$549/mo.

billed monthly

[SELECT PLAN >](#)

Pack of 20 graphics

\$789/mo.

billed monthly

[SELECT PLAN >](#)

Pack of 30 graphics

\$1029/mo.

billed monthly

[SELECT PLAN >](#)

Deposit Required

Deposit Required

Deposit Required

Deposit Required

5 - Facebook & Instagram posts, stories, or display ad graphics

10 - Facebook & Instagram posts, stories, or display ad graphics

20 - Facebook & Instagram posts, stories, or display ad graphics

30 - Facebook & Instagram posts, stories, or display ad graphics

5 - Schedules Posts

10 - Schedules Posts

20 - Schedules Posts

30 - Schedules Posts

2 - rounds of revisions

2 - rounds of revisions

2 - rounds of revisions

2 - rounds of revisions

1hr Strategy Review / mo.

1hr Strategy Review / mo.

1hr Strategy Review / mo.

1hr Strategy Review / mo.

✓ Monthly Reporting

✓ Monthly Reporting

✓ Monthly Reporting

✓ Monthly Reporting

Case Studies



Graphic Design Plans

Our current graphic design packages, offering bulk discount prices.

Save up to \$220/mo. → **Annual** ☒ **Monthly**

Standard

Premium

Advanced

Enterprise

★ MOST POPULAR

Pack of 5 graphics

\$269/mo.

Save \$480 per year
billed annually

[SELECT PLAN >](#)

Pack of 10 graphics

\$449/mo.

Save \$1,200 per year
billed annually

[SELECT PLAN >](#)

Pack of 20 graphics

\$629/mo.

Save \$1,920 per year
billed annually

[SELECT PLAN >](#)

Pack of 30 graphics

\$809/mo.

Save \$2,640 per year
billed annually

[SELECT PLAN >](#)

Deposit Required

Deposit Required

Deposit Required

Deposit Required

5 - Facebook & Instagram
posts, stories, or display ad
graphics

10 - Facebook & Instagram
posts, stories, or display ad
graphics

20 - Facebook & Instagram
posts, stories, or display ad
graphics

30 - Facebook & Instagram
posts, stories, or display ad
graphics

5 - Schedules Posts

10 - Schedules Posts

20 - Schedules Posts

30 - Schedules Posts

2 - rounds of revisions

2 - rounds of revisions

2 - rounds of revisions

2 - rounds of revisions

1hr Strategy Review / mo.

1hr Strategy Review / mo.

1hr Strategy Review / mo.

1hr Strategy Review / mo.

✓ Monthly Reporting

✓ Monthly Reporting

✓ Monthly Reporting

✓ Monthly Reporting

Case Studies



Graphic Design

Our current graphic design prices.

Graphic Design Pricelist

Business Card – 3.5" × 2" – Single Side	\$120
Business Card – 3.5" × 2" – Double Sided	\$160
Flyer – 4" × 6" or 5" × 7" – Single Side	\$100
Flyer – 4" × 6" or 5" × 7" – Double Sided	\$200
Facebook Ad - Limited Text	\$80
Square Web Ad Graphic – 1080px × 1080px	\$100
Poster Tabloid – 11" × 17"	\$160
A4 Letterhead 8.5" × 11" & Envelope Design	\$150
Tri-fold Brochure Design	\$300
CD & Album Cover Design	\$250
Email HTML Design	\$250
Logo Design	\$500-\$1000
Existing Logo Vectorization	\$300
Rushed projects	Cost + 20% of Cost

Case Studies



SMM

Social Media Marketing

Make your brand outshine the competition.

Intentional ad marketing strategies, boosting sales, and maximizing exposure.

EXSELR helps businesses establish brands by creating remarkable designs. With 16+ years of experience we've generated thousands of advertisement designs. We hyper-focus on each detail until the project looks amazing. We believe that being authentic, working hard, and being persistent is key to your businesses success. Let's outshine your competition by creating graphics that make your business look awesome on your social networks.

Are your customers on social media? If so, what's your social media marketing strategy look like? Are you hitting your target goals? We can help you create a unique content strategy and distribute your graphics online. We specialize in designing graphics for Facebook & Instagram. Whether you need a one time social media package or an ongoing social media outreach plan we have you covered.

SMM Services



SM Strategy

Analyze your current market scope. Create a clear SMM strategy. Set content targets and benchmarks. Schedule AD design. Distribute paid and non paid ad's highlighting your businesses strengths and value.



Facebook Graphics

EXSELR can create your fresh brand specific flyers, posts, banners, and profile images for your business on Facebook. This keeps your customers interesting in what your offering and gives them specific calls to actions.



Instagram Graphics

EXSELR can create your fresh brand specific flyers, posts, and profile images for your business for Instagram. These graphics attract customers to your products or services.

SMM Plans

SMM solutions for startups and small businesses.

Save up to \$220/mo. → **Annual** ☒ **Monthly**

Standard

Premium

Advanced

Enterprise

★ MOST POPULAR

Pack of 5 graphics

\$309/mo.

billed monthly

[SELECT PLAN >](#)

Pack of 10 graphics

\$549/mo.

billed monthly

[SELECT PLAN >](#)

Pack of 20 graphics

\$789/mo.

billed monthly

[SELECT PLAN >](#)

Pack of 30 graphics

\$1029/mo.

billed monthly

[SELECT PLAN >](#)

Deposit Required

Deposit Required

Deposit Required

Deposit Required

5 - Facebook & Instagram posts, stories, or display ad graphics

10 - Facebook & Instagram posts, stories, or display ad graphics

20 - Facebook & Instagram posts, stories, or display ad graphics

30 - Facebook & Instagram posts, stories, or display ad graphics

5 - Schedules Posts

10 - Schedules Posts

20 - Schedules Posts

30 - Schedules Posts

2 - rounds of revisions

2 - rounds of revisions

2 - rounds of revisions

2 - rounds of revisions

1hr Strategy Review / mo.

1hr Strategy Review / mo.

1hr Strategy Review / mo.

1hr Strategy Review / mo.

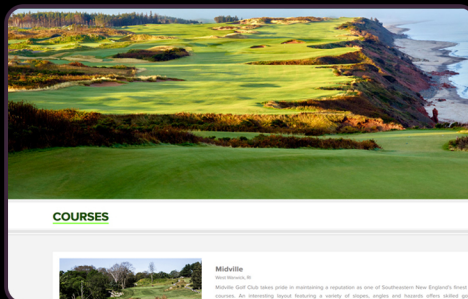
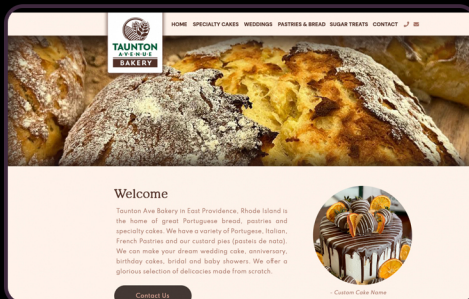
✓ Monthly Reporting

✓ Monthly Reporting

✓ Monthly Reporting

✓ Monthly Reporting

Case Studies



SMM Plans

SMM solutions for startups and small businesses.

Save up to \$220/mo. → **Annual** ☒ **Monthly**

Standard

Premium

Advanced

Enterprise

★ MOST POPULAR

Pack of 5 graphics

\$269/mo.

Save \$480 per year
billed annually

[SELECT PLAN >](#)

Pack of 10 graphics

\$449/mo.

Save \$1,200 per year
billed annually

[SELECT PLAN >](#)

Pack of 20 graphics

\$629/mo.

Save \$1,920 per year
billed annually

[SELECT PLAN >](#)

Pack of 30 graphics

\$809/mo.

Save \$2,640 per year
billed annually

[SELECT PLAN >](#)

Deposit Required

Deposit Required

Deposit Required

Deposit Required

5 - Facebook & Instagram
posts, stories, or display ad
graphics

10 - Facebook & Instagram
posts, stories, or display ad
graphics

20 - Facebook & Instagram
posts, stories, or display ad
graphics

30 - Facebook & Instagram
posts, stories, or display ad
graphics

5 - Schedules Posts

10 - Schedules Posts

20 - Schedules Posts

30 - Schedules Posts

2 - rounds of revisions

2 - rounds of revisions

2 - rounds of revisions

2 - rounds of revisions

1hr Strategy Review / mo.

1hr Strategy Review / mo.

1hr Strategy Review / mo.

1hr Strategy Review / mo.

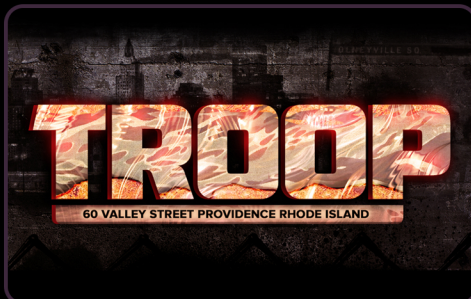
✓ Monthly Reporting

✓ Monthly Reporting

✓ Monthly Reporting

✓ Monthly Reporting

Case Studies



Contact

We would love to hear from you.

Start a conversation with us.



Phone

Talk to a human

401-477-3671



SMS

TEXT or iMessage

401-477-3671




E-Mail

Write us directly

INFO@EXSELR.COM

Quicklinks

Explore more in depth our services & social networks.

Website Solutions 

Graphic Design 

SMM 

Work Examples 

Website Maintenance 

FAQ's 

Instagram EXSELR 

Facebook EXSELR 

LinkedIn EXSELR 

Thank you for considering working with EXSELR.