# A new website for Ol' Beautiful.

PREPARED FOR THE OL' BEAUTIFUL TEAM · BY ERIC BERG, CRUSH

THE TOP OF YOUR HOMEPAGE

Three ways it could look. Pick one, and we build the rest in it.

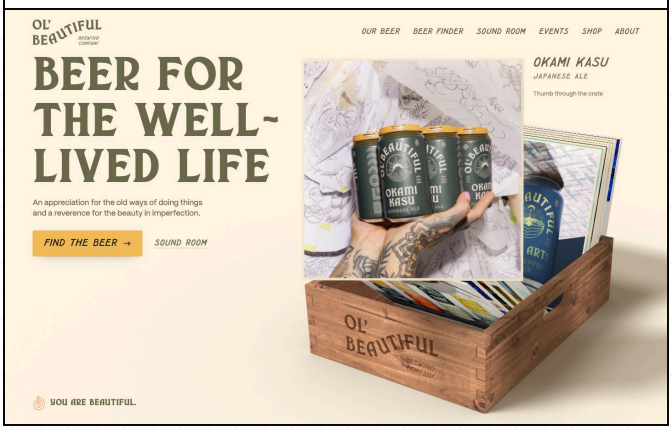
01 THE LABEL




02 NOW SPINNING




03 THE CRATE




THE LAUNCH

**$3,500**

for $5,137 of work, one time

LIVE

## Within a week

of saying go

YOURS

## Yours to keep

site and domain stay in your Squarespace account

01 WHERE WE STARTED

# What we built it around.

01

## Your label, as the whole page.

Option 1 floods the screen in one beer's can colour and sets your arc, medallion and small print across it. Pick another beer and the medallion breaks into its own dots and flies into the next one.

02

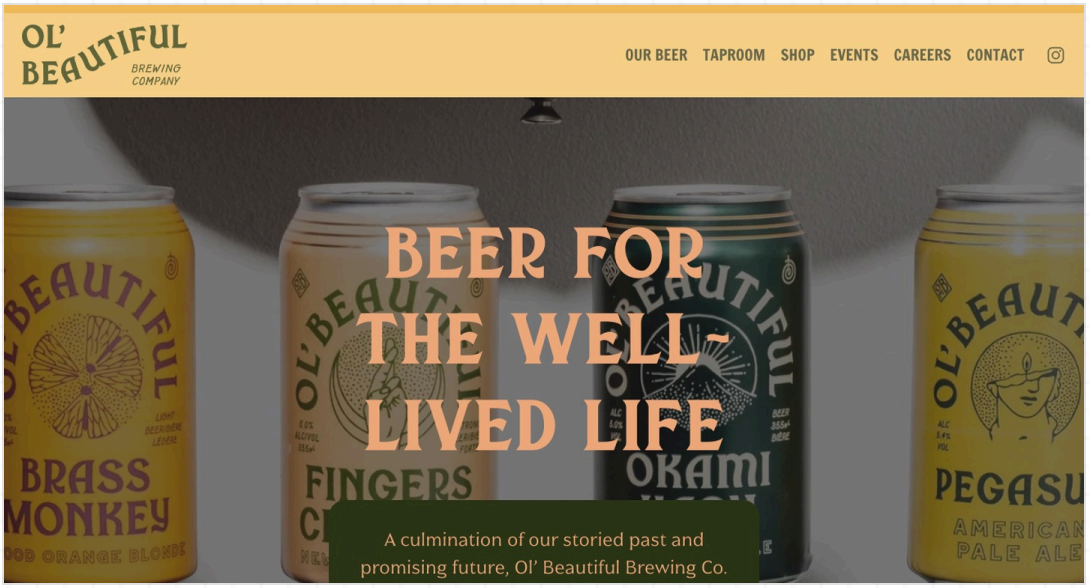
## Your cans on a turntable.

Option 2 takes the Sound Room's record idea and stands three real cans on a platter in a lamp-lit room. Grab it and throw it, and the name changes as each can comes round.

03

## Your photos, in a crate.

Option 3 stays on your own cream page with your own type and "Beer for the well-lived life" huge. Your photographs are the records: thumb through them and each one stands up with its beer's name.




TODAY




ON A PHONE

02 WHAT YOU GET

# Pay for the website. Get the whole launch.

| | | |
|---|---|---|
| 01 | **The website**<br>A new site for Ol' Beautiful: the homepage, your beers, the Sound Room and events, your online shop, and a way to get in touch, built out from the top you've just seen. Live on your domain within a week of saying go. | $3,500 |
| 02 | **A launch promo**<br>A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post. | $199 |
| 03 | **A launch email**<br>Designed and written for your regulars and your list, so the people who already love your beers hear about the new site and the next release from you. | $495 |
| 04 | **A launch ad set**<br>Twelve launch graphics for your own channels (email, socials, site banners), each sized for feeds and stories, with moving versions of the best four. | $495 |
| 05 | **A phone receptionist, first month**<br>From Hire Whoever, our sister company: a voice assistant built around the brewery and the Sound Room, so callers asking about where to find your beer, Sound Room hours or this weekend's events get an answer while your team is busy, and every call becomes a short written record. | $149 |
| 06 | **30 days of changes**<br>Text or email us what to change. It's live the next business day. | $49 |

PLUS, WHEN YOU SAY GO BEFORE 13 NOVEMBER 2026

| | | |
|---|---|---|
| BONUS | **Launch email setup**<br>We set up the launch email and line it up for your regulars and your list, ready to go out on launch day. | $250 |

| TOTAL VALUE | YOU PAY | THE ONE-WEEK PROMISE |
|---|---|---|
| ~~$5,137~~ | $3,500 | If the site isn't live within a week of go, your first three months of changes are free. |

ALL PRICES IN CANADIAN DOLLARS. EACH VALUE IS OUR OWN PRICE FOR THAT PIECE ON ITS OWN.

03 HOW IT GOES

# Live within a week of go.

DAY 0

### You say go

You pay the 50% deposit and add us as an administrator on your Squarespace site. Nothing on your live site changes until you say.

DAYS 1 TO 7

### We finish the site

We build the new design into your Squarespace site. You preview every page before it goes live.

LAUNCH

### It goes live

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

30 DAYS

### Changes, next day

Text or email a change and it is live the next business day.

04 INVESTMENT

| The launch | $3,500 |
|---|---|
| To start, when you say go (50%) | $1,750 |
| When the site goes live | $1,750 |

AFTER LAUNCH: MONTHLY PLANS FROM $250, ONLY IF YOU WANT ONE

**Care** — $250/mo

Site care and hosting, unlimited edits live the next business day, your Google listing kept current.

**Grow** — $500/mo

Everything in Care, plus SEO: a new page or article a month, a Google and AI check, one campaign from your site.

**Growth Partner** — $1,000/mo

Everything in Grow, plus full SEO and every campaign piece each month: emails, promos and ads.

05 WHAT YOU OWN

- Your site and domain, in your own Squarespace account and your name.
- You keep editing your pages, products and posts in Squarespace, just like now.
- No commitment on anything monthly. Cancel anytime; the design stays yours.

06 QUESTIONS

# The usual questions.

01

## Will moving hurt my Google ranking?

Nothing moves. You stay on Squarespace, at the same addresses, with the same pages and business details, so everything Google already knows keeps working. The new design is fast and built for phones first, which Google rewards. We don’t promise rankings.

02

## Is it secure?

Yes. Your site stays on Squarespace, which looks after the hosting, security updates and checkout. The new design is tested on a preview of your real site before anything goes live.

03

## Who owns it?

You do. The site and the domain stay in your Squarespace account, in your name. Nothing of ours renews unless you ask.

04

## How do I make changes?

Text or email me the change and it's live the next business day. The first 30 days are free. After that, unlimited changes come with any monthly plan, from $250 a month, cancel anytime.

05

## When do I pay?

Half ($1,750) when you say go, the rest ($1,750) when the site is live. You've seen the homepage before paying anything.

07 NEXT STEP

# Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 6 December 2026.

Say go by email

See the first look again



Eric Berg

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