

What a professionally built website costs in the Bay Area and Hawaii, and where SEOD Foundation sits.

San Francisco Bay Area · Hawaii

Seventeen named agencies. Posted minimums, published prices and client-reported spend.

BAY AREA PREMIUM AGENCIES

\$50,000+

POSTED MINIMUM · SELF-REPORTED

Posted minimum at six of seven.

HAWAII FIGURES REVIEWED

**\$7,495 to
\$50,000**

PUBLISHED PACKAGE TO POSTED
MINIMUM

Six figures: published packages and
posted minimums.

SEOD FOUNDATION

\$3,500

PUBLISHED STARTING PRICE

Brand, website, copy, tracking and
10 launch articles.

PREPARED BY

SEOD

seod.com

DATE

2026-09-06

r2, 16 September 2026, wording and
chart

SCOPE

Custom business websites. Agency minimums,
published packages, hourly rates

Every figure in this document was read from the named agency's own Clutch or DesignRush listing, or its own pricing page, on 6 September 2026. Nothing is estimated. Every agency name in this document links to the listing its figure came from, and [every source is listed with its full address](#) on the last page.

THE BOTTOM LINE

A premium Bay Area minimum is larger than an entire Hawaii website budget.

Seventeen agencies across the Bay Area, Hawaii, Los Angeles and New York, read on 6 September 2026. Every published figure on one \$0 to \$100k axis, drawn as the kind of figure it is.

SEOD PUBLISHED START

● \$3,500

BAY AREA POSTED MINIMUMS

7 agencies

HAWAII FIGURES REVIEWED

6 figures

NOT PLOTTED AS COMPARABLES

different scope



Dot: exact published price. Triangle: posted minimum, open to the right. Bracket: published range. Arrow: a client-reported band running past \$100k. Hollow: excluded for scope.

THREE THINGS WORTH KNOWING

- 1 Six of the seven Bay Area agencies reviewed list \$150 to \$199 an hour. At that rate \$3,500 buys roughly 18 to 23 hours. Foundation is priced as a project, not by the hour.
- 2 The Hawaii offers nearest SEOD's price are template sites or small-scope packages without brand work, copy or launch content. The \$7,495 package is five Squarespace pages with brand design a \$1,250 add-on. Foundation includes the brand work, the copy and the launch content.
- 3 Premium fees buy real things: stakeholder research, design systems, animation, custom illustration and months of project management. Most owner-operated businesses do not need those to be found, trusted and chosen.

WHAT THIS MEANS FOR YOU

You are not choosing between a cheap website and a good one. You are choosing between paying an agency's minimum engagement and paying for the work your business needs. Foundation is priced at the work, published before anyone gets on a call, and the site, the domain and the data are yours.

Want to know what your project would actually cost?

[BOOK MY REVIEW](#)

[seod.com](#) · A no-cost [Business Growth Review](#). Nothing here is a commitment.

Premium agencies post minimums, not prices.

Seven Bay Area web design and branding agencies with public Clutch listings, from the East Bay to San Jose. Minimum project size and hourly rate are what each agency itself reports to Clutch.

Agency	Location	Posted minimum	Hourly rate	Clutch reviews	Verify
WLCM App Studio	San Francisco	\$100,000+	\$100 to \$149	11 reviews, 5.0	Clutch profile
Baunfire	San Jose	\$75,000+	\$150 to \$199	32 reviews, 4.9	Clutch profile
Pattern	Berkeley	\$75,000+	\$150 to \$199	3 reviews, 5.0	Clutch profile
Clay	San Francisco	\$50,000+	\$150 to \$199	32 reviews, 4.8	Clutch profile
Clear Digital	San Jose	\$50,000+	\$150 to \$199	3 reviews, 5.0	Clutch profile
Ramotion	San Francisco	\$50,000+	\$150 to \$199	29 reviews, 4.9	Clutch profile
Savas Labs	San Francisco and New York	\$25,000+	\$150 to \$199	34 reviews, 5.0	Clutch profile

Read 6 September 2026. Every agency name and every Verify link opens the Clutch listing the figures were read from. Ratings are Clutch's overall score out of 5. A posted minimum is the smallest engagement the agency says it will take on; the typical project runs higher. Savas Labs carries the lowest posted minimum in the group.

What the premium fee buys

A \$50,000 or \$100,000 engagement is not a padded version of a \$3,500 one. At that price the work usually includes stakeholder interviews, competitive research, brand strategy, original copy across dozens of pages, custom illustration or animation, a design system, complex migrations, accessibility and security audits, and months of account management. Clients with a venture-backed product, a large content estate or a multi-team approval process need that, and they should buy it.

An owner-operated business with a service to sell and a local market to win usually does not. It needs a site that says clearly what the business does, loads fast on a phone, gets found for the searches that matter, and turns a visit into a call or a booking. That is what Foundation is scoped to deliver.

READING IT HONESTLY

The comparison that matters is not \$3,500 against \$100,000. It is where the entry point sits. Five of the seven firms above will not open a conversation below \$50,000. SEOD publishes a \$3,500 starting price with the full scope beside it, so an owner can decide before the first call whether the number makes sense.

The Hawaii figures reviewed begin below the Bay Area minimums in this set. They are not low.

Six Hawaii studios. Where an agency publishes a package price, the price is quoted directly. Where it posts a minimum on Clutch or DesignRush, the minimum is shown.

Studio	Location	Published or posted price	Hourly rate	Context	Verify
Wall-to-Wall Studios	Honolulu (HQ Pittsburgh)	\$25,000 to \$50,000 minimum	\$150	Founded 1992. Pittsburgh agency with a Honolulu studio.	DesignRush profile
Hyperspective	Honolulu	\$10,000 to \$25,000 minimum	On inquiry	Founded 1996. Honolulu agency.	DesignRush profile
Technology Aloha	Kahului, Maui	\$10,000+ minimum	\$100 to \$149	Founded 2012. Maui agency.	Clutch profile
Pixels for Peace	Maui	Studio \$5,000 to \$10,000; Studio Pro \$10,000 to \$25,000; Enterprise \$25,000 to \$50,000+	Not published	Published tiers. Studio Pro and above are application builds. Starter (\$500 to \$2,000) and Growth (\$2,000 to \$5,000) are excluded for scope.	Pricing page
Kama'āina Websites	Hawaii	Core package \$7,495 plus tax	Fixed price	Five-page Squarespace site. E-commerce is \$1,800 more; brand design is a \$1,250 add-on.	Pricing page
Myna Marketing	Honolulu	Client-reported \$50,000 to \$199,999	Not published	One verified engagement: website redesign bundled with SEO, ads and content. Not a website-only price.	Clutch profile

Read 6 September 2026. Every studio name and Verify link opens the listing or pricing page the figure was read from. Starter and template packages priced under \$5,000 exist in Hawaii and are excluded here: they do not include brand work, copywriting or launch content, so they are not the same product.

Two patterns in the Hawaii market

Custom work starts at \$10,000. The three established studios all post minimums of \$10,000 or more, and the longest-running of them, with a Honolulu office since 1992, posts \$25,000 to \$50,000. Below that line the published offers are template-platform builds, where the brand work is an add-on and the copy is yours to write.

Bundled engagements hide the website price. The one client-reported figure above, \$50,000 to \$199,999, covers a redesign bundled with SEO, paid ads, blogging and ongoing updates. That is a growth relationship, not a website quote, and it is worth asking any Hawaii agency which of the two you are being shown.

WHERE FOUNDATION SITS

Foundation's \$3,500 starting price is below every custom-build price in the table, and it includes the pieces the nearest-priced packages charge extra for or leave out: brand direction and identity, website copywriting, technical search foundations, Google Business Profile setup, analytics and conversion tracking, and 10 launch articles. SEOD serves Hawaii from the Bay Area with a stateside team.

The four Los Angeles and New York agencies reviewed also list \$50,000 to \$100,000+ minimums.

Four agencies in the two other markets a Bay Area or Hawaii owner is likely to be quoted against.

Agency	Market	Posted minimum	Hourly rate	Clutch reviews	Verify
Isadora Agency	Los Angeles	\$75,000+	\$150 to \$199	19 reviews, 4.8	Clutch profile
Fueled	New York	\$75,000+	\$150 to \$199	38 reviews, 4.9	Clutch profile
Constructive	New York	\$50,000+	\$150 to \$199	34 reviews, 4.9	Clutch profile
VSA Partners	New York and Chicago	\$100,000+	\$200 to \$300	4 reviews, 4.9	Clutch profile

Read 6 September 2026. VSA Partners is a brand strategy firm; its figures show what the top of the market charges, not what a business website costs.

HOW TO READ THESE NUMBERS

Four kinds of figure, none of them a quote

Posted minimums	The agency tells Clutch or DesignRush the smallest project it will accept. It is self-reported and it is a floor. Typical projects run above it, sometimes far above.
Client-reported spend	Clutch asks reviewers what they paid and records a band, such as \$50,000 to \$199,999. It is credible and broad, and it often covers more than the website.
Published packages	A fixed price on the agency's own site. The most useful figure, because the scope is printed next to it. Rare above \$10,000.
Hourly rates	Also self-reported. Useful for one calculation: how many hours a given budget buys. At \$150 to \$199 an hour, \$3,500 is 18 to 23 hours.

SEOD's own figures are the fifth kind: a published starting price with the full scope printed beside it, on [seod.com/pricing](#), confirmed after a no-cost review of the business and before any work begins.

Serious work. Fair pricing.

What the \$3,500 starting price covers, what the first seven months cost, and what is quoted separately. Taken from seod.com/pricing and [the Foundation page](#) on 6 September 2026.

WHAT A STANDARD FOUNDATION INCLUDES

Brand and direction

- Brand discovery and direction
- Visual identity, primary logo and practical variations
- Basic color and type system
- Core messaging and value proposition

The site itself

- Up to 8 core website pages
- Responsive, mobile-first UX and UI
- Website copywriting
- Contact or lead form, or basic booking integration

Found and measured

- Technical search foundations
- Google Business Profile setup where eligible
- Analytics and conversion tracking

Content and launch

- Blog or news system
- 10 strategic, search-focused launch articles
- Two structured revision rounds, accessibility-minded build, launch

Scope is adapted to the business. If your logo is good, we keep it. If half your site works, we fix the half that does not.

WHAT THE FIRST SEVEN MONTHS COST

Month 1	\$3,500	SEOD Foundation at the starting price. The project itself.
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Months 2 to 7	6 × \$250	SEOD Care, \$1,500 across six months. Two strategic articles a month during this period.
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First seven months	\$5,000	Then Care continues month to month at \$250, for as long as it is useful.
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No annual contract. Client owns the site, the domain and the data. Care is described in full at seod.com/services/care.

QUOTED SEPARATELY

E-commerce, enterprise, large sites, multi-location, multilingual, advanced integrations, custom applications and unusually complex requirements are scoped and priced individually, after the Business Growth Review.

SEOD GROWTH AND OPERATIONS

Ongoing growth work and operations consulting are quoted after the same review, because pricing unknown work before understanding it would only be a guess.

	Bay Area premium agency	Hawaii custom studio	SEOD Foundation
Entry price	\$50,000 or more at six of seven; lowest \$25,000	\$7,495 published package; custom studios from \$10,000	\$3,500 starting price
How you are billed	\$150 to \$199 per hour, typically	\$100 to \$150 per hour, or a package	Flat project price, then \$250 a month
Where the price is published	A minimum on a directory listing. The quote comes after discovery.	Some publish packages. Most quote after a call.	Full scope and price on seod.com/pricing , before the first call.

Where every number came from.

Read on 6 September 2026. Every address below is clickable. Listings change; re-read them before quoting a figure from this document after that date.

Agency	Market and source	Address
WLCM App Studio	Bay Area · Clutch profile	https://clutch.co/profile/wlcm-app-studio
Baunfire	Bay Area · Clutch profile	https://clutch.co/profile/baunfire
Pattern	Bay Area · Clutch profile	https://clutch.co/profile/pattern-1
Clay	Bay Area · Clutch profile	https://clutch.co/profile/clay-0
Clear Digital	Bay Area · Clutch profile	https://clutch.co/profile/clear-digital-0
Ramotion	Bay Area · Clutch profile	https://clutch.co/profile/ramotion
Savas Labs	Bay Area · Clutch profile	https://clutch.co/profile/savas-labs
Wall-to-Wall Studios	Hawaii · DesignRush profile	https://www.designrush.com/agency/profile/wall-to-wall-studios
Hyperspective	Hawaii · DesignRush profile	https://www.designrush.com/agency/profile/hyperspective
Technology Aloha	Hawaii · Clutch profile	https://clutch.co/profile/technology-aloha
Pixels for Peace	Hawaii · Pricing page	https://www.pixelsforpeace.com/
Kamaʻāina Websites	Hawaii · Pricing page	https://kamaainawebsites.com/pricing
Myna Marketing	Hawaii · Clutch profile	https://clutch.co/profile/myna-marketing
Isadora Agency	LA / NY · Clutch profile	https://clutch.co/profile/isadora-agency
Fueled	LA / NY · Clutch profile	https://clutch.co/profile/fueled
Constructive	LA / NY · Clutch profile	https://clutch.co/profile/constructive
VSA Partners	LA / NY · Clutch profile	https://clutch.co/profile/vsa-partners
SEOD Foundation and Care pricing	SEOD · published scope and price	https://seod.com/pricing/
SEOD Foundation scope	SEOD · published scope and price	https://seod.com/services/web-development/
SEOD Care	SEOD · published scope and price	https://seod.com/services/care/

What was excluded, and why

Starter and template packages under \$5,000 in either market, including the Pixels for Peace Starter (\$500 to \$2,000) and Growth (\$2,000 to \$5,000) tiers, because they do not include brand work, copywriting or launch content and are not comparable to Foundation. UX and product design consultancies, because their engagements are not business websites. A national pricing survey of Hawaii designers that blends freelance and template work into its averages. Any figure that could not be read directly from the agency's own listing or site on the date above.

Client-reported bands on Clutch are what reviewers said they paid, recorded in wide ranges. Posted minimums and hourly rates are supplied by the agencies themselves. None of these is a binding quote, and SEOD makes no claim about what any named agency would charge a specific business.



WHAT HAPPENS NEXT

We review where your business is today before recommending what to spend.

The [Business Growth Review](#) is a no-cost look at your current site, your visibility and your market. You get a straight answer on whether Foundation fits, whether a smaller fix is the better outcome, or whether the right move is a custom scope. If it's working, we keep it.

BOOK MY REVIEW

FIND MY STARTING POINT

VISIT SEOD.COM

[seod.com](#) · [707-718-3579](tel:707-718-3579) · eric@seod.com

Available 7 AM to 11 PM Pacific. No annual contracts. A US based core team. Bay Area onsite.

Eric Lee, founder. Sixteen years running operations in restaurants and multi-unit businesses, \$54M+ in annual P&L, before running an agency. Based in San Mateo, serving the Bay Area, California and Hawaii, and businesses across the United States.

Foundation and Care are priced openly. Growth and Operations are quoted after a Business Growth Review. Full pricing at [seod.com/pricing](#).