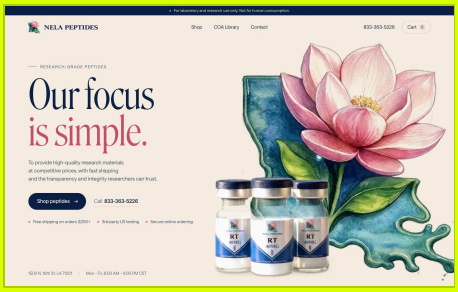
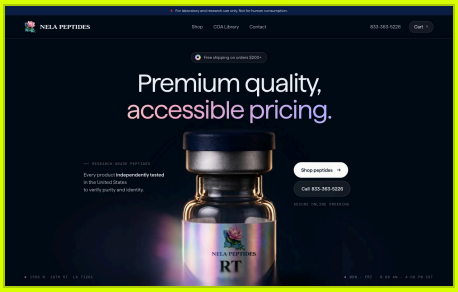
A new website for Nela Peptides.

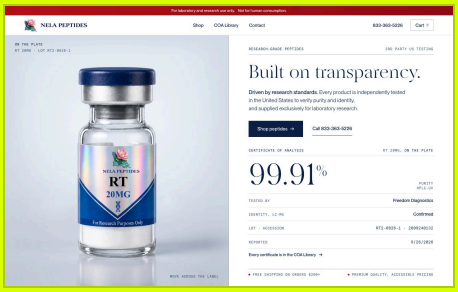
Prepared for the Nela Peptides team by Eric Berg, Crush



01 The lotus



02 Night foil



03 On the plate

Your number

$2,500

Paid once.

Half at go, half at launch

$1,250 when you say go, $1,250 when your site is live.

Built within a week

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

Yours to keep

Theme and files in your store.

What we built it around.

Our focus is simple.

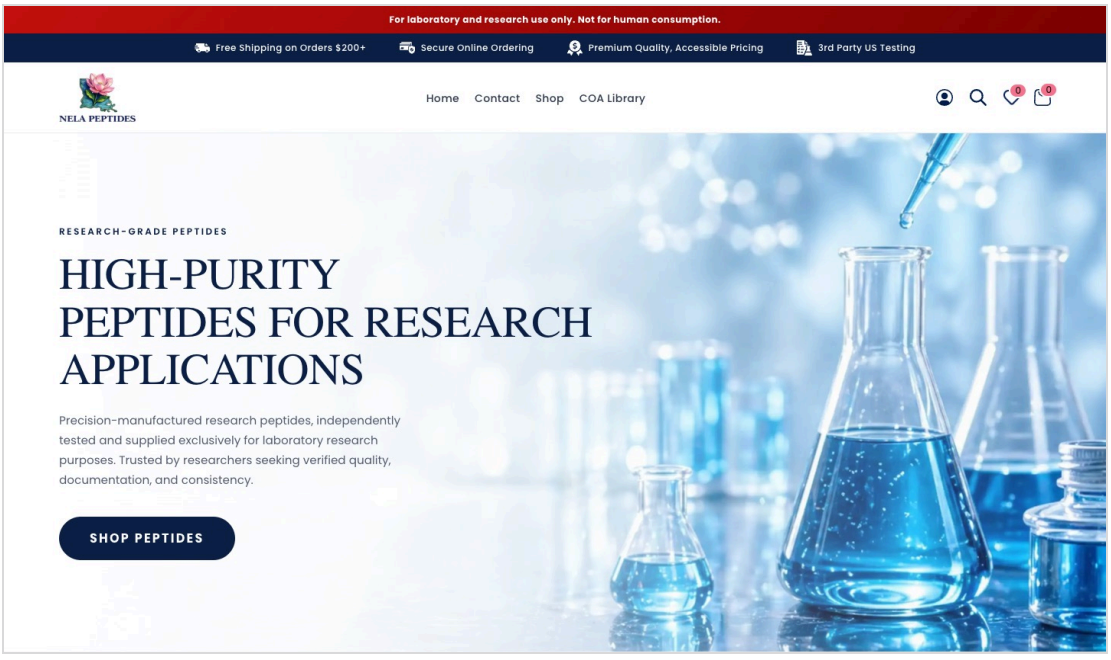
Your own words, from your homepage. Option 1 paints your lotus-on-Louisiana mark large in watercolour and stands three of your real RT 40MG vials in front of it, so the mark on every label finally fills a screen.

Premium quality, accessible pricing.

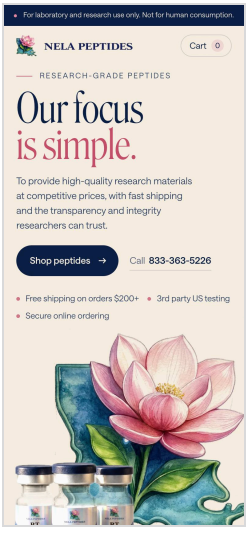
Your own top-bar line. Option 2 lights your holographic RT 20MG vial at night, its foil throwing lotus pink across a navy page, with free shipping on orders $200+ right above it.

Built on transparency. Driven by research standards.

The line on your link-preview card. Option 3 sets your vial on a silver plate beside its own Freedom Diagnostics certificate, 99.91% purity, with a light that sweeps across the foil label.



Today



New, on a phone

All in the price of your website.

The website

A new theme for your WooCommerce store: the homepage, shop pages, product pages and cart, built out from the top you've just seen, on your real products, sizes and checkout. 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 customer list, so the people who already order from you hear about the new site 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 that answers a store phone line for you, so customers who'd rather call still get an answer, and every call becomes a short written record you can read after.

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 26 November 2026

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

$2,500, paid once. Nothing that comes with it is billed separately. All prices in US dollars.

Built within a week of your go.

Day 0

You say go

You pay the 50% deposit and add us as a user on your WordPress site. Your live store won't change until you say.

Days 1 to 7

We finish the site

We turn these pages into your WooCommerce theme. You see every page in a preview before anything goes live.

Launch

It goes live

The new theme 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 theme and every file, in your WordPress site and your name.

Your products, orders, customers and checkout stay right where they are.

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

What you pay

Your website	$2,500
When you say go (50%)	$1,250
When the site is live	$1,250

All prices in US dollars.
This proposal holds until 19 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. The new theme is built lean, with no page builder and no extra plugins added, and we test it on a copy of your store before anything goes live. Your checkout and payments stay exactly as they are.

Who owns it?

You do. The theme and every file sit in your WordPress site, in your name. Your hosting, domain and checkout stay with you, and 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 ($1,250) when you say go, the rest ($1,250) when the site is live. You've seen the homepage before paying anything.

Say go.

Reply to my email or write to eric@crushhh.co,
and the build starts.
This proposal holds until 19 December 2026.

Say go by email ↗

See the looks again: nela.crushhh.co



Eric Berg
Crush Digital Atelier
eric@crushhh.co · crushhh.co