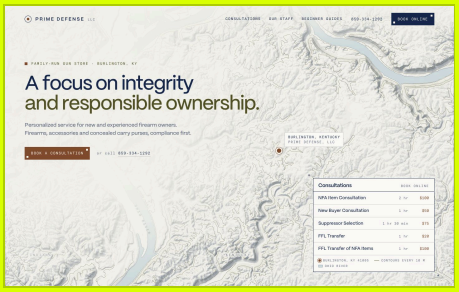
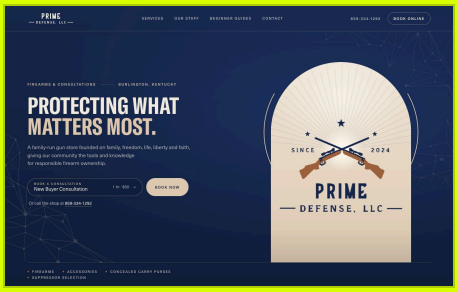
A new website for Prime Defense.

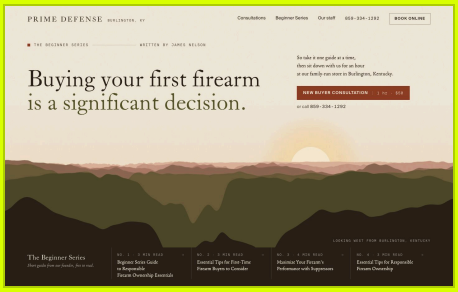
Prepared for James by Eric Berg, Crush



01 The map of home.



02 Your emblem, lit.



03 The Beginner Series.

Your number · Black Friday, until 30 November 2026 · ~~$2,500~~

$1,200

Paid once.

Half at go, half at launch

$600 when you say go, $600 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.

A focus on integrity and responsible ownership.

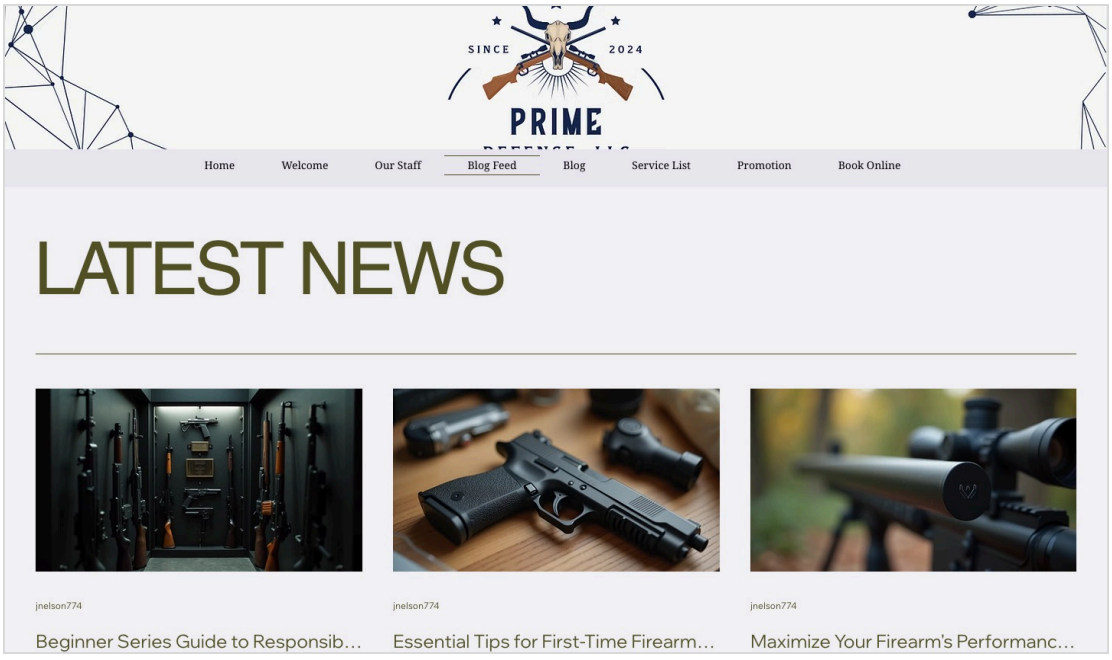
From your Our Commitment. Option 1 lays it over a relief map of the ground around Burlington, with your five consultations as the map's legend.

Protecting what matters most.

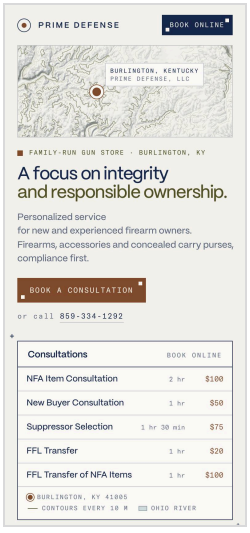
From your Our Story. Option 2 lights your own emblem in a tall arch on your navy, with a picker for every consultation.

Buying your first firearm is a significant decision.

The first line of your guide for first-time buyers. Option 3 sets it over a sundown west of Burlington, with your Beginner Series on the shelf below.



Today



New, on a phone

All in the price of your website.

The website

A new site for Prime Defense: the homepage, your consultations with booking, your Beginner Series guides, your staff page and a contact form, 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 customers, so the people who already buy 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 your shop line when the counter's busy, takes down who called and what they're after, 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 30 November 2026

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

$1,200, 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 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 bookings, guides and contact details carry over.

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

What you pay

Your website (Black Friday)	$1,200
When you say go (50%)	$600
When the site is live	$600

All prices in US dollars.
Black Friday price until 30 November 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 before anything goes live, and your bookings and forms keep going to the same inbox 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 ($600) when you say go, the rest ($600) when the site is live. You've seen the homepage before paying anything.

Can it stay on Wix?

Yes. We can build the new design inside your own Wix account, so your booking calendar and blog keep working and you keep editing them the way you do now.

What about the rules changing again?

Then the site changes with them. You tell us how you're selling, and the buying page says exactly that, in your words. We never write legal advice onto your site.

Say go.

Reply to my email or write to eric@crushhh.co,
and the build starts.
Black Friday price until 30 November 2026.

Say go by email ↗

See the looks again: primedefense.crushhh.co

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