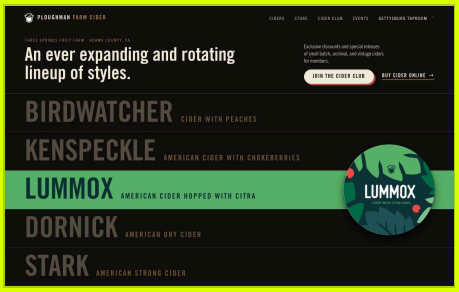
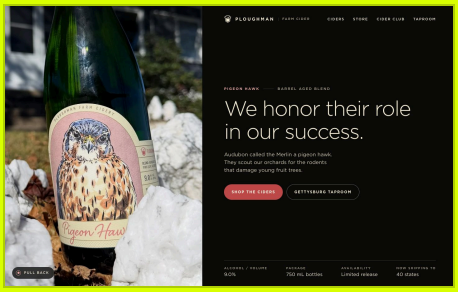
A new website for Ploughman.

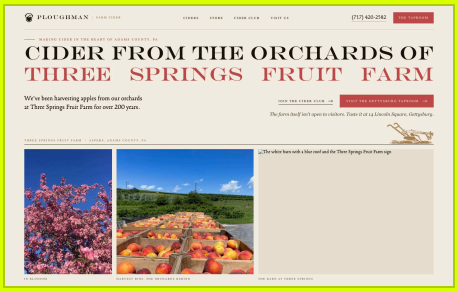
Prepared for Ben by Eric Berg, Crush



01 The lineup.



02 Pigeon Hawk.



03 Three Springs.

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

Site and domain stay in your Squarespace account.

What we built it around.

An ever expanding and rotating lineup of styles.

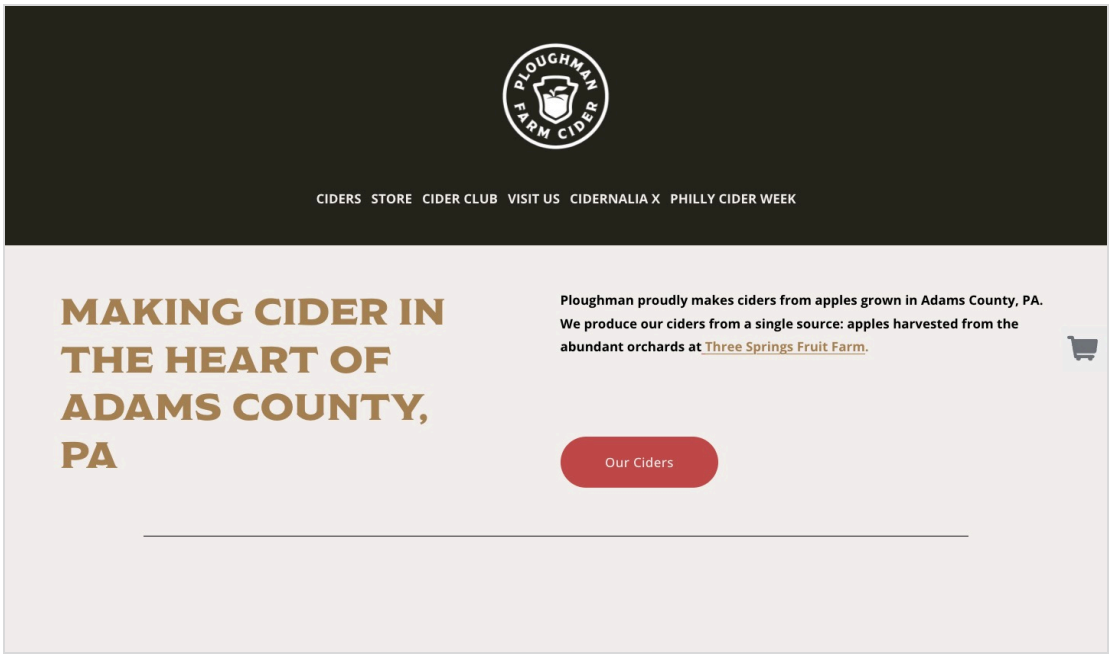
From your homepage. Option 1 turns your lineup into a poster bill: Kenspeckle, Lummox, Dornick and the rest in giant type, each row flooding in its own label colour as the real label rolls in.

We honor their role in our success.

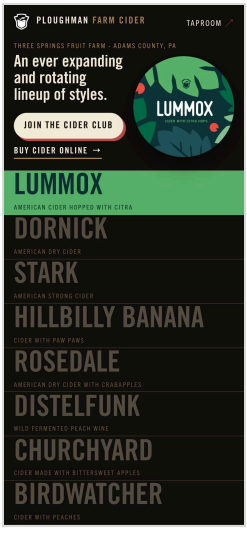
From your Pigeon Hawk page. Option 2 puts that bottle and its painted Merlin on the page, with the camera moving in on the label.

Cider from the orchards of Three Springs Fruit Farm.

From your footer. Option 3 is light and open, in your red and cream, with your plough drawing a furrow across the farm: the blossom, the harvest bins and the barn.



Today



New, on a phone

All in the price of your website.

The website

A new site for Ploughman: the homepage, your ciders, your tasting room and events, your online shop, and a way to get in touch, 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 regulars and your list, so the people who already love your ciders hear about the new site and the next release 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 built around your tasting room, so callers asking about hours, what's pouring or this weekend's events get an answer while your team is pouring, 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 25 November 2026

We set up the launch email and line it up for your regulars and your 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 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.

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

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.

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 18 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?

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.

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.

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.

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.

What about new releases?

Then the site changes with them. New ciders, hours and events are easy to update, and I'll load your current lineup into it as part of the build.

Say go.

Reply to my email or write to eric@crushhh.co,
and the build starts.
This proposal holds until 18 December 2026.

Say go by email ↗

See the looks again: ploughmancider.crushhh.co



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