



What Is Your Website Really Costing You?

A side-by-side look at what local businesses spend and what they could save

No Website? Here's What You're Leaving on the Table

\$17K

Avg. annual revenue lost by businesses without a website

81%

of consumers research online before buying. If you're invisible, you're out

2.8x

more likely to grow revenue with a professional website

46%

of all Google searches have local intent ("near me")

REVENUE LOST WITHOUT A WEBSITE

-\$17,000

per year in missed customers, trust, and search visibility

vs

7-DAY LIFTOFF (COHOON)

\$3,500

one-time build, then ~\$15/yr forever. Pays for itself in ~3 months at \$17K/yr revenue lift

Using Facebook as your "website"? You're on rented land. 50%+ of consumers won't trust a business without a real site.

Already Have a Website? Find Your Approach Below

Find the row that matches how your site is built today. Then compare what you're paying to what it *could* cost.

APPROACH	UPFRONT BUILD	PLATFORM / HOSTING	DOMAIN	MAINTENANCE / RETAINER	EST. YEAR 1	EST. YEAR 2+
Website Builder (Wix, Squarespace, GoDaddy)	\$0	\$170 – \$350/yr	Free yr 1, ~\$20/yr after	\$0 (DIY updates)	\$170 – \$350	\$190 – \$370
Freelancer-Built (custom site)	\$1,500 – \$8,000	\$36 – \$180/yr	~\$20/yr	\$0 – \$200/mo	\$1,556 – \$10,600	\$56 – \$2,600
Agency-Built (custom site)	\$6,000 – \$35,000	\$36 – \$180/yr	~\$20/yr	\$50 – \$200/mo	\$6,656 – \$37,600	\$656 – \$2,600
7-Day Liftoff (Cohoon — we build it)	\$3,500	\$0	~\$15/yr	\$0	~\$3,515	~\$15
30-Day Bootcamp (Cohoon — build + you learn)	\$5,000	\$0	~\$15/yr	\$0*	~\$5,015	~\$15*

* Optional Cursor AI subscription ~\$20/mo if you want to keep using AI to update the site yourself. Not paid to Cohoon.

What You Get With Cohoon

- ✓ Custom-built, mobile-ready website
- ✓ Domain, repo, and accounts in your name
- ✓ 30 / 60 / 90-day check-ins after launch
- ✓ Optional: custom AI Skills Library you keep
- ✓ Free hosting on Netlify, no monthly fee
- ✓ Google Business Profile + reviews + intake
- ✓ Optional: 30 days of AI training (Bootcamp)
- ✓ No retainers, no lock-in, no developer on speed dial



Ready to stop overpaying?

Three ways to start: **\$150 Game Plan**, **\$3,500 Liftoff**, or **\$5,000 Bootcamp**. Each one comes with a guarantee.

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