

Site vs Site+ — Which hosting path?

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**title: Site vs Site+ — Hosting decision guide subtitle: Four
Thirteen Studios · sales one-pager**

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Use this on kickoff calls. Builds are quoted separately (intake wizard). This sheet is only for monthly hosting after launch.

Start here (60 seconds)

Question	If yes →	If no →
Do you need a staging site before changes go live?	Site+	Site may work
Do you need a CMS (blog, services, team edits without a deploy)?	Site+	Site may work
Do you want weekly SEO monitoring (vitals, regressions, rank probes) on your public site?	Site+ (bundled)	Site + optional SEO Monitor add-on (\$149/mo)
Is this a custom web app (auth, database, SaaS) — not a marketing brochure?	App tier (see back)	Stay on Site / Site+

Default recommendation for most marketing sites we build: Site+ Lite (\$149/mo) — staging, CMS, and SEO Monitor included.

Site — \$50/mo

Best for: Brochure, portfolio, and lead-gen sites that rarely change and do not need staging.

Included

- One production environment
- Monthly Core Web Vitals report (automated)
- Scheduled security and dependency patches
- Business-hours **incident triage** (outages, broken deploys)

Not included (quoted as projects)

- New pages, redesigns, integrations, and feature work
- Staging environment
- CMS

- SEO Monitor (available as **\$149/mo add-on** for your public marketing URL)

Support boundary: Keep-the-lights-on — not a design or development retainer.

Site+ — from \$149/mo

Best for: Content-heavy or commerce-light sites where you edit copy often and want SEO monitoring baked in.

Tier	Price	When to pick
Lite	\$149/mo	Default. Staging + CMS + SEO Monitor bundled
Standard	\$249/mo	Higher traffic, faster content turnaround, quarterly review call
Pro	\$399/mo	Headless ecommerce / high-traffic content, conversion review

Everything in Lite, plus tier upgrades:

- Production + staging
 - CMS included
 - **SEO Monitor bundled** (~\$149/mo value) — Lighthouse, CWV regressions, rank + AI probes on your **public** site
 - Routine CMS and content fixes **within tier** (not net-new features)
 - Faster SLA on routine requests (1 business day vs 2 on Site)
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SEO Monitor (standalone)

- **\$149/mo per project** on Site or App when not bundled
 - Monitors your **marketing site URL** — not in-app product analytics
 - Complements Ahrefs/Semrush; does not replace them
 - Bundled free on all **Site+** tiers
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App hosting (different product)

If the deliverable is a **web app** (login, database, payments, multi-tenant SaaS):

Tier	From	Notes
App	\$199/mo	Single-purpose app, staging, AI token budget
App+	\$399/mo	Multi-tenant SaaS
Platform	\$799+/mo	Heavy platforms, customer-owned infra option

SEO Monitor is **optional** on App tiers — only if you also have a public marketing site we should watch.

Quick objections

“Is \$50/mo just a retainer?”

No. Retainers buy vague availability. Site buys defined ops: hosting, patches, vitals report, outage triage. Feature work is always quoted.

“Can we start on Site and upgrade?”

Yes. Move to Site+ when you need staging, CMS, or bundled SEO Monitor.

“Do you own our site if we cancel?”

No. You own domain, repo, and accounts from day one. Cancel hosting → 90-day frozen mirror, then export or repo transfer.

Next step

- Scope the **build**: four13studios.com/start
- Full tier tables: four13studios.com/pricing#hosting
- SEO Monitor detail: four13studios.com/seo

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