Services & Pricing

DRY LIGHTNING LABS · CODE · CREATE · PLAY

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Dry Lightning Labs is a Phoenix, Arizona studio building websites, custom software, AI tools and games. Every project starts with a free 30-minute call and ends with a fixed, written quote. The ranges below show where most projects land.

Services & starting prices

SERVICE & WHAT'S INCLUDED	PRICE (USD)	TYPICAL TIMELINE
Landing page / one-page site Custom design, mobile-friendly, contact form, basic SEO	**$750 – $1,500**	1–2 weeks
Business website Up to 6 pages, content you can edit, contact forms, analytics, basic SEO	**$1,500 – $4,000**	2–4 weeks
Online store Product catalog, cart and checkout, payment setup, order emails	**$3,000 – $7,000**	3–6 weeks
Browser or casual game Original gameplay, graphics, sound, scoring, web hosting setup	**$2,500 – $8,000**	3–8 weeks
Custom web app or internal tool User logins, database, dashboards, reports, workflow automation	**$5,000 – $15,000+**	4–10 weeks
AI-powered tool or assistant Chat or Q&A over your documents, smart automations, admin controls	**$5,000 – $20,000**	4–10 weeks
Mobile app (Android & iPhone) One codebase for both phones, design, build, testing, store submission (store accounts in your name)	**$10,000 – $30,000+**	8–16 weeks
Small fixes, scripts and automations Bug fixes, integrations, spreadsheet or data automation	**Hourly, 2-hour minimum**	Days

Final pricing depends on scope, features and content. Every quote is fixed and in writing before work starts.

Hourly work & maintenance

$75/hour for small jobs, consulting, and changes outside a project's agreed scope.

PLAN	MONTHLY	INCLUDES
Basic	**$75/month**	Hosting management, security and software updates, backups, 1 hour of changes
Standard	**$150/month**	Everything in Basic, 3 hours of changes, a monthly check-in
Priority	**$300/month**	Everything in Standard, 6 hours of changes, 1-business-day response

Unused hours don't roll over. Cancel any time with 30 days' notice.

- **Rush delivery:** +25% for timelines shorter than the typical range above.
- **Third-party costs:** Domains, hosting, app store fees, paid plugins and AI usage fees are billed at cost or paid by you directly.
- **Extra revision rounds:** Billed at the hourly rate.

How a project works

1. **Free intro call:** 30 minutes to talk through your goals, features and timeline.
2. **Written quote:** A fixed price, scope and schedule, usually within 3 business days.
3. **Agreement and deposit:** Sign a short services agreement and pay the deposit to reserve your start date.
4. **Design and build:** Regular progress updates and a preview link to review along the way.
5. **Review and revisions:** Two rounds of revisions are included.
6. **Launch and handoff:** Final payment, launch, and handoff of all files, code and logins.

Payment terms

- Projects under $2,500: 50% deposit to start, 50% at launch.
- Projects $2,500 and up: 40% deposit, 30% at a midpoint milestone, 30% at launch.
- Invoices are emailed and paid online by card or bank transfer, due within 7 days. Work pauses on overdue balances.
- Changes in scope are quoted separately before any extra work begins.
- Quotes are valid for 30 days. Prices don't include any sales tax that may apply.

Good to know

- **30-day bug-fix warranty.** Anything that doesn't work as agreed and turns up within 30 days of launch is fixed free.
- **You own it.** Once the final payment is made, you own the finished code, design and content.
- **Delays on your side.** Timelines pause while we wait on your content, feedback or logins. If a project is on hold for more than 30 days, we'll agree a new schedule.
- **Cancelling.** The deposit reserves your start date and covers the first stage of work, so it isn't refundable. If a project stops later, work completed beyond the payments made is billed at the hourly rate, and you get everything built so far.
- **Not included unless quoted.** Writing your text, photography or stock images, logo and brand design, and translations.
- **Portfolio and reuse.** We may show the finished project in our portfolio (just ask if you'd rather we didn't), and we keep the right to reuse our own general-purpose code and tools.
- **In writing.** Every project is covered by a short written services agreement that includes these terms.

Get a quote

Tell us what you want built, your ideal timeline and a rough budget, and we'll set up your free intro call.

`garret@drylightninglabs.com · drylightninglabs.com/work.html`

Prices effective November 2026. Dry Lightning Labs LLC, Phoenix, Arizona.