Vellum Studio

Websites built for your business. What's included, what's not, and what I'll need from you.

Packages

Starter

Rs 6,999

A professional online presence that takes orders on WhatsApp.

- Custom mobile-first website, up to 5 pages
- Domain, SSL and hosting set up
- Business email on Google Workspace
- WhatsApp Business profile, catalogue and order button
- Razorpay payment links: UPI, cards, wallets
- Policy pages for Razorpay approval
- Google Business Profile, Search Console and Analytics 4
- On-page SEO and share previews
- 2 rounds of changes and a recorded walkthrough

Full Store

Rs 14,999

A complete, ads-ready store.

- Everything in Starter
- Cart, checkout, UPI, cards and cash on delivery
- Variants, coupons, gift cards, GST-ready invoices
- Shiprocket integration with live tracking
- Pin code check and delivery slots
- Meta Pixel and Conversions API
- Instagram and Facebook Shop catalogue sync
- GA4 e-commerce tracking and product SEO
- WhatsApp order alerts and order dashboard
- 3 rounds of changes and a recorded walkthrough

Upkeep plan (optional), from Rs 999 a month

Monthly support after launch for price changes, new products, content changes and fixes.

Not included in the package price

- Domain, hosting and Google Workspace subscriptions (paid by you directly)
- Ad spend and ad management
- Paid themes and third-party app subscriptions
- Payment gateway charges and shipping charges
- Product photography, logo design and ongoing marketing
- Changes after launch (covered by single updates or the upkeep plan)

How it works

1. **Book a demo call.** We discuss your business, what you sell and the website you need.
2. **Share your details** using the checklist below.
3. **I build, you review.** You can request changes within your package.
4. **Your website goes live** once everything is approved and the required accounts are ready.

Checklist: what I'll need from you

About your business

☐ Business name and logo (if you have one)
☐ A few lines about your business
☐ Contact details to show on the website
☐ Instagram and other social links
☐ Delivery areas or pin codes you serve

Your products

☐ Product names and prices
☐ Short description for each product
☐ Sizes, flavours or variants, if any
☐ Clear product photos
☐ Delivery charges and timelines

Domain

☐ A domain you already own, or the name you'd like to buy (for example yourbrand.in)
☐ Access to the domain account, or we buy it together on the call

Razorpay (payments)

☐ A Razorpay account in your name (I'll guide you)
☐ Your PAN and bank account details, entered by you in Razorpay
☐ Business proof, if Razorpay asks for it

Shiprocket (Full Store only)

☐ A Shiprocket account in your name (I'll guide you)
☐ Pickup address
☐ KYC details, entered by you in Shiprocket

Policies

☐ Refund and cancellation rules
☐ Shipping or delivery rules
☐ I'll help you write these in simple language

You own your website, domain and business accounts. Payment and shipping accounts are always set up in your name, and you enter your own bank and identity details. · Vellum Studio