

Pricing guide 2026

Websites, WordPress care, Google Ads, and Google Ad Grant management for Catholic ministries, faith-based nonprofits, and established South Bend and Michiana businesses.

Bend Marketing · South Bend, Indiana

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Start with the free offers on page 2

TRUSTED BY



JESUITS

ST. PAUL CENTER



Legacy Vein
Clinic

Runewood
Rosary Co.



BEFORE YOU BUY ANYTHING

Start free

Three ways to see how we work before you spend a dollar.

FOR NONPROFITS

Free Google Ad Grant check

Eligible nonprofits get up to \$10,000 a month in free Google search ads, and many leave most of it unspent. We'll review your Ad Grant account (or your eligibility) and show you how much of your grant you're using and what's holding it back.

Normally \$500, the same as our paid ads audit. Free for nonprofits.

FOR NEW CARE CLIENTS

Your first month of WordPress care, free

We'll back up, secure, update, and speed-check your site and handle your edit requests for 30 days. After that, plans run month to month.

A \$350 to \$3,000 value, depending on plan.

FOR ANY ORGANIZATION

Free website audit

A \$499 value.

A plain-language report on your site's design, navigation, keywords, content, broken links, and load speed, with fixes ranked by priority.

bendyourmarketing.com/free-website-audit

Not sure what you need? Book a free 20-minute call.

We'll look at your site, ads, and goals and tell you honestly which line items matter and which don't.

Book a free 20-minute call →

bendyourmarketing.com/calendar

PRICES

Websites, care, and strategy

WEBSITES

PRICE

Custom WordPress website

Strategy, copy, custom design, build, launch, training, and 30 days of support. Minimum project: \$5,500.

Typically from \$7,500

Landing page (1 page)

One conversion-focused page for a campaign, lead magnet, or event.

From \$2,000

Website copywriting (5 pages)

StoryBrand-based copy for up to five pages.

\$1,000 one-time

Logo and brand identity

Logo, colors, typography, and a simple brand guide.

\$2,000–\$3,500 one-time

Web development, hourly

Ad hoc development outside a project or care plan.

\$150/hr

WORDPRESS CARE

PER MONTH

Every plan includes daily backups, security scans, malware removal, plugin, theme, and core updates, page speed improvements, and a monthly report. Most tickets are handled within 48 hours.

BRONZE

\$350/mo

2 hours of web edits
each month

BEST VALUE

SILVER

\$500/mo

5 hours of web edits
each month

GOLD

\$1,000/mo

Unlimited web edits

PLATINUM

\$3,000/mo

Unlimited web edits plus
unlimited web design

E-commerce, membership, multilingual, and on-site payment sites need Silver or above. New care clients get their first month free.

STRATEGY AND TRACKING

PRICE

StoryBrand messaging workshop

Half-day session that produces a clear brand script for your site, ads, and emails.

\$3,000 half day

GA4 + conversion tracking setup

GA4, Tag Manager, and conversion events for forms, calls, donations, or sales.

\$500 per site

Monthly strategy call

A standing call to review results and plan next steps.

\$250/mo

"Their values aligned with ours and Bend Marketing was extremely communicative, technically savvy, great at troubleshooting, and top-notch at design. We couldn't ask for more..."

Mike Jordan Laskey · Director of Communications, Jesuit Conference

"Working with Bend is efficient, effective, and always a positive experience. Our organization values beauty and simplicity, and our website works that way even though our needs were complex..."

Lynn Peisker · Project Manager, South Bend City Church

Marketing services

PAID ADS

PRICE

Paid ads management (Google Ads or Meta)

\$2,000/mo

Strategy, build, ad copy, tracking, ongoing optimization, and a monthly review call.

Paid ads maintenance

\$400/mo

Monitoring, monthly optimization, and a report for an established account.

Google Ad Grant management (nonprofits)

Ask us

Grant compliance, campaign build-out, and scaling toward the full \$10,000/mo grant.

Paid ads audit

\$500 one-time

Account structure, tracking, and wasted spend, with prioritized fixes.

SEO AND LOCAL

PRICE

SEO campaign

\$1,500/mo

Technical audit, keyword strategy, new and improved pages, links, and reporting.

SEO maintenance

\$400/mo

Protects rankings with monthly technical checks, page updates, and reporting.

Marketing Starter Package

\$499/mo

Google Business Profile posts and upkeep plus service-area pages.

Google Business Profile optimization

\$800 one-time

Full setup of categories, services, photos, and posts.

Review generation

\$399/mo

Automated requests that ask happy customers and supporters for Google reviews.

SOCIAL, EMAIL, AND CONTENT

PRICE

Social media Lite

\$500/mo

10 posts a month on up to 2 channels, brand voice guide, reporting. Extra channel \$200/mo.

Social media Pro

\$800/mo

20 posts a month on up to 4 channels plus a quarterly photo/video shoot (billed separately).

Email marketing

\$1,500/mo

StoryBrand messaging, automated nurture sequence, monthly newsletter, reporting.

Blog strategy + 2 posts a month

\$800/mo

A topic plan and two SEO-focused posts written and published each month.

All prices are agency fees in USD. Ad spend is paid directly to Google or Meta and isn't included.

"In our first 9 months, we hit a record on new patient consults scheduled in a month. We have seen a steady increase in web traffic since the new website launched."

Bonnie Coates · Practice Manager, Legacy Vein Clinic

PROOF

Results for ministries and Michiana organizations

Full case studies at bendyourmarketing.com/our-work →

Jesuit Conference of Canada and the U.S.

Catholic organization · WordPress multisite rebuild + care

12s → 1.5s

dashboard load time

2+ years

of ongoing WordPress care

Rebuilt jesuits.org and six province sites in three languages on a WordPress multisite, then stayed on to care for it: 100% uptime January–April 2025.

St. Paul Center

Catholic ministry · Meta, Google Ads, Google Ad Grant

+252%

Shopify membership sales

\$19.59

per membership vs. \$46 target

Meta, Google Ads, and the Ad Grant working together. 1,046 memberships in January 2026. Ad Grant grew from one campaign to ~\$9.66K/mo.

Man Up to Cancer

Nonprofit · Google Ad Grant

\$5,358+

monthly Ad Grant spend, up from ~\$350

408 clicks

26 conversions in the best month

Found and fixed delivery blockers, expanded keywords, and added Performance Max to put an underused grant to work.

High Level Enterprises

Elkhart County manufacturer · SEO, Google Ads, LinkedIn

10x

inbound leads

300

first-page Google rankings

Built inbound demand for a custom specialty vehicle builder in a traditionally outbound industry.

Legacy Vein Clinic

Mishawaka · South Bend · Elkhart · WordPress site, SEO, Google Ads

250+

new patients (207 forms, 45 calls)

360

top-page rankings

New fast WordPress site that passes Core Web Vitals, plus treatment pages, 30+ blogs, and search ads.

Runewood Rosary Co.

Catholic-owned Shopify brand · SEO, Shopping, Performance Max, email

4.0+

ROAS on Shopping + PMax

~\$4K/mo

starting revenue, early 2025

SEO collection pages, Catholic content, Shopping and PMax, and email grew monthly revenue from about \$4K.

NEXT STEPS

How to choose

1 Need a website?

Start with a custom WordPress website (typically from \$7,500), then add WordPress care (from \$350/mo) so it stays fast and secure.

2 Have a site but need more donors, members, or customers?

Paid ads management (\$2,000/mo). Nonprofits: start with the free Google Ad Grant check.

3 Need to be found locally?

An SEO campaign (\$1,500/mo) or the Marketing Starter Package (\$499/mo).

Still deciding? Book 20 minutes at bendyourmarketing.com/calendar or reply to the email this guide came in. Tyler will tell you what fits.

TIMELINES

Website design and build	8–12 weeks, including discovery, design, development, and launch
WordPress care onboarding	24–48 hours after we receive access
SEO setup and strategy	4 weeks for the initial audit and setup
Paid ads launch	10–14 days from approval
Landing page build	5–7 business days
Monthly services	Kick off within 1 week of signing

FREQUENTLY ASKED QUESTIONS**Do you work with Catholic and faith-based nonprofits?**

That's most of our work. We've rebuilt and cared for the Jesuit Conference's websites for 2+ years and run Google Ads, Meta, and the Google Ad Grant for the St. Paul Center. We understand donor and member journeys, board approvals, and Ad Grant rules.

What if I already have a website?

We can work with it. Start with the free website audit or a free first month of WordPress care, and we'll fix what matters most. No full redesign needed.

Can I hire you for just SEO or just ads?

Yes. Every service in this guide can stand on its own.

Do you work with local businesses too?

Yes. We work with established businesses across South Bend, Mishawaka, Granger, Elkhart, Goshen, and Niles.

Do you charge a percentage of ad spend?

Only when a Google Ads account spends \$10,000 or more a month. Below that, you pay the flat fee listed here.

Is there a long-term contract?

No. Monthly services run month to month. We'd rather keep your business with results.

Ready when you are.

Book a free 20-minute call and we'll tell you which two or three things would make the biggest difference. Pricing effective October 2026.

Book a free 20-minute call →
bendyourmarketing.com/calendar