A new website for Cali Biolab Peptides.

PREPARED FOR THE CALI BIOLAB TEAM · BY ERIC BERG, CRUSH

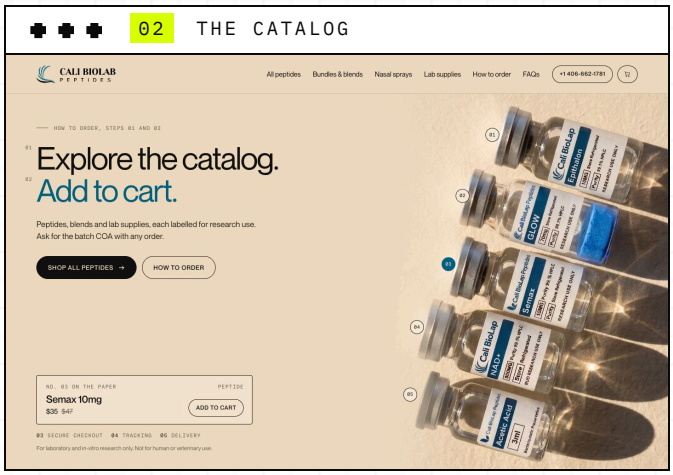
THE TOP OF YOUR HOMEPAGE

Three ways it could look. Pick one, and we build the rest in it.

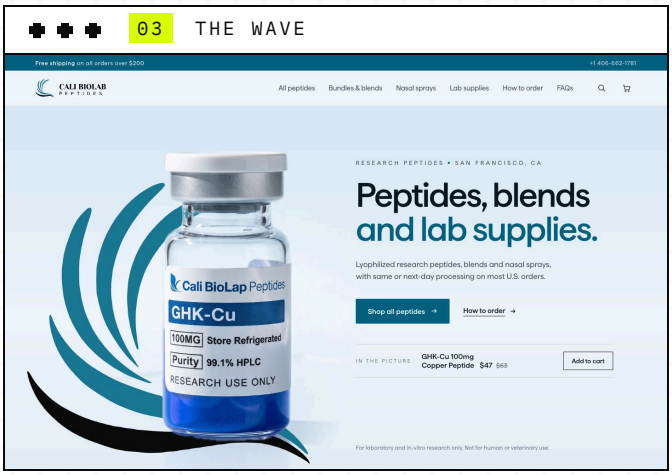
01 THE FREEZER



02 THE CATALOG



03 THE WAVE



THE LAUNCH

$2,500

for $3,660 of work, one time

LIVE

Within a week

of saying go

YOURS

Yours to keep

storefront and files in your name

01 WHERE WE STARTED

What we built it around.

01

Store at −20°C, protected from light.

From your TB-500 product page. Option 1 stands that vial on a frosted freezer shelf behind a door window that clears as the page loads.

02

Explore the catalog. Add to cart.

The first two steps of your How To Order page. Option 2 lays five of your vials in late sun, each one a way into its product.

03

Peptides, blends and lab supplies.

Your own categories. Option 3 stands your GHK-Cu vial inside your wave logo, in your teal.

02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	**The website** A new storefront for your store: the homepage, category pages, product pages, how to order and cart, built out from the top you've just seen, on your real products and checkout. Live on your domain within a week of saying go.	$2,500
02	**A launch promo** A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.	$140
03	**A launch email** Designed and written for your customer list, so the researchers who already order from you hear about the new site from you.	$350
04	**A launch ad set** Twelve launch graphics for your own channels (email, socials, site banners), each sized for feeds and stories, with moving versions of the best four.	$350
05	**A phone receptionist, first month** From Hire Whoever, our sister company: a voice assistant that answers a store phone line for you, so customers who'd rather call still get an answer, and every call becomes a short written record you can read after.	$105
06	**30 days of changes** Text or email us what to change. It's live the next business day.	$35

PLUS, WHEN YOU SAY GO BEFORE 8 NOVEMBER 2026

BONUS	**Launch email setup** We set up the launch email and line it up for your customer list, ready to go out on launch day.	$180

TOTAL VALUE	YOU PAY	THE ONE-WEEK PROMISE
~~$3,660~~	$2,500	If the site isn't live within a week of go, your first three months of changes are free.

ALL PRICES IN US DOLLARS. EACH VALUE IS OUR OWN PRICE FOR THAT PIECE ON ITS OWN.

03 HOW IT GOES

Live within a week of go.

DAY 0

You say go

You pay the 50% deposit and give us access to your site's code and domain. Your live store won't change until you say.

DAYS 1 TO 7

We finish the site

We build these pages into your storefront. You see every page in a preview before anything goes live.

LAUNCH

It goes live

The new storefront goes live on your domain, and the promo and launch email are ready to go out with it.

30 DAYS

Changes, next day

Text or email a change and it is live the next business day.

04 INVESTMENT

The launch	$2,500
To start, when you say go (50%)	$1,250
When the site goes live	$1,250

AFTER LAUNCH: MONTHLY PLANS FROM $250, ONLY IF YOU WANT ONE

Care — $250/mo

Site care and hosting, unlimited edits live the next business day, your Google listing kept current.

Grow — $500/mo

Everything in Care, plus SEO: a new page or article a month, a Google and AI check, one campaign from your site.

Growth Partner — $1,000/mo

Everything in Grow, plus full SEO and every campaign piece each month: emails, promos and ads.

05 WHAT YOU OWN

- The storefront and every file, in your name.
- Your products, orders, customers and checkout stay right where they are.
- No commitment on anything monthly. Cancel anytime; the storefront stays yours.

06 QUESTIONS

The usual questions.

01

Will moving hurt my Google ranking?

We move it carefully. Every page address on your current site keeps working or forwards to its new page, and your titles and business details carry over, so nothing Google already knows about breaks. The new site is fast and built for phones first, which Google rewards. We don't promise rankings.

02

Is it secure?

Yes. The new storefront is built lean, with nothing extra bolted on, and we test it on a preview before anything goes live. Your checkout and payments stay exactly as they are.

03

Who owns it?

You do. The storefront and every file are yours, in your name. Your hosting, domain and checkout stay with you, and nothing of ours renews unless you ask.

04

How do I make changes?

Text or email me the change and it's live the next business day. The first 30 days are free. After that, unlimited changes come with any monthly plan, from $250 a month, cancel anytime.

05

When do I pay?

Half ($1,250) when you say go, the rest ($1,250) when the site is live. You've seen the homepage before paying anything.

07 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 1 December 2026.

Say go by email

See the first look again

Eric Berg

CRUSH DIGITAL ATELIER · ERIC@CRUSHHH.CO · CRUSHHH.CO