palaeli
STUDIO

SERVICES & INVESTMENT

From launch to everyday operation.

Websites, brands, content and the systems behind them. We build them, then we stay and run them with you, in English and Spanish.



Build Grow Manage

Reading, Pennsylvania · New Jersey · New York · República Dominicana

Edition 11 · 2026

WHY WE WORK THIS WAY

A website is the easy part now.

Anyone can get a website in an afternoon. AI writes the text, picks the photos and publishes it. We use AI too, every day.

What no tool does is stay. A week after launch the contact form stops sending emails. A review sits unanswered. The phone rings while you are with a customer. Something needs an update and nobody remembers the password.

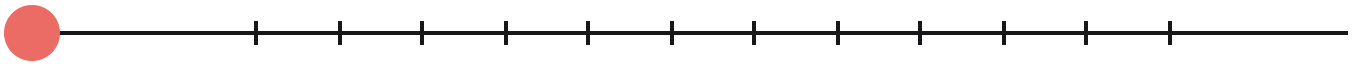
That is the work we do. We build what your business needs, then we stay and keep it running with you, month after month, so your digital side never becomes a second full-time job.

We use AI. People answer.

You always know who is working on your business, and you can call them.

Launch is day one.

What keeps happening every month after, without you chasing it.



- Updates and backups
- New content published
- Forms and calls checked
- A report in plain words
- Reviews answered
- The next improvement

4.9
on Google, from 37 reviews

EN · ES
every service, in English and Spanish

4
people, one team, clear responsibility

PA · NJ · NY
in person, plus the Dominican Republic and remote work across the U.S.

HOW WE WORK

One team for every stage.

Start with what you need today. Keep a team that already knows what comes next.

01

Build

Create the foundation.

Websites, brands, online stores and booking systems designed around the way your business works.

"I need to build or redesign."

02

Grow

Stay visible.

Social media, Google, content and ads that keep the right people finding you.

"I need more customers to find me."

03

Manage

Keep everything running.

Website care, connected tools and support for the everyday, long after launch.

"I need someone to take care of it."

The Palaeli Method

01 Understand
Your goals, your customers and what is getting in the way.

02 Plan
Scope, priorities and who does what, before any design.

03 Design & build
We make it and review it with you, step by step.

04 Launch & train
We test everything and show your team how to use it.

05 Manage
We take care of what is in your plan, every month.

06 Improve
We review what works and plan the next step with you.

WHO WE WORK WITH

Contractors & home services · Restaurants & food · Beauty & wellness · Event businesses · Stores & wholesalers · Associations & nonprofits · Childcare · Professional services

Small businesses and organizations, in English, Spanish or both.

01 / BUILD

Build something your business can grow on.

Fixed price, agreed before we start, with a clear scope, timeline and rounds of changes.

RIGHT FOR YOU IF

- You are starting out, or your website no longer looks like your business.
- Your brand looks different everywhere it appears.
- You need bookings, payments or a store that works online.

Business website

Up to 5 pages in English, Spanish or both, made so visitors call, book or ask for a quote. Includes your first 3 months of website care.

FROM **$1,200** one-time

Website refresh

Your current website redesigned where it matters most: Home, About, Services and Contact.

FROM **$600** one-time

Online store, bookings or custom platform

Sell, take appointments and deposits, run memberships or a process your business needs online.

FROM **$2,500** one-time

Logo & brand identity

Logo, colors, typography and a simple guide so your brand looks the same everywhere.

FROM **$750** one-time

Design pieces

Flyers, business cards, menus, signs and banners in your brand. For printing, see Print & mail.

FROM **$75** per piece

Photo & video session

Real photos and short videos of your work, your team and your space.

FROM **$250** per session

Hosting, domain and software licenses are listed separately unless your proposal includes them.

02 / GROW

Make it easy for the right people to find you.

Monthly plans. We agree on goals and measures at the start and report on them every month, in plain words.

RIGHT FOR YOU IF

- Your business is good, but new customers rarely find it online.
- Social media depends on whatever time you have left.
- You run ads or post without knowing what works.

Social media management

We plan, design, write and publish on Instagram and Facebook, answer comments and send a monthly report.

FROM **$250** / month

Google & local search

Your Google profile, a reply to every review, website improvements and local listings so nearby customers find you.

FROM **$250** / month

Ads on Facebook, Instagram & Google

Campaigns with a clear audience and budget, created, watched and adjusted by our team.

FROM **$200** / month + ad budget

Email newsletter

Your monthly email designed, checked on phone and computer, and sent on time.

FROM **$100** / month

Two or more plans together get one monthly price. Ad budgets are paid directly to Facebook or Google, so you see where every dollar goes.

03 / MANAGE

Your tools need someone after launch.

Monthly care with a clear list of what is covered, how to reach us and how fast we answer.

RIGHT FOR YOU IF

- Nobody updates or backs up your website.
- When something breaks, you are not sure who to call.
- Your tools are connected, but no one is in charge of them.

Website care

Updates, backups, security checks, monitoring, support requests and a monthly report you can read in a minute.

FROM **$120** / month

Website care plus

Everything in Website care, plus monthly content changes and small improvements.

FROM **$240** / month

Business systems & automation

Forms, bookings, WhatsApp, customer lists and an AI receptionist, connected so no lead slips. Setup priced once we see your tools.

FROM **$100** / month

Hacked website recovery

We find what happened, clean it up, get you back online and close the door.

FROM **$350** one-time

Digital screens

Menus and promotions on the TVs in your business. Care from $39 a month.

FROM **$299** one-time

One-off website changes

Text, photos, a new section or a fix, when you just need it done.

FROM **$50** per request

Care plans are not unlimited support. Each plan says what is included and what counts as a new project, so there are no surprises.

PRINT & MAIL

Your printed materials, handled.

Never run out of business cards the week of a big event. We keep track of what you have, reorder before it runs out and ship it straight to your business. And when you want a whole neighborhood to know you, we mail it for you.

Printing & stock care

Business cards, menus, flyers, door hangers, letterhead, envelopes, stickers, signs and banners.

01 Your files, ready
Every piece designed in your brand and kept on file.

02 We watch your stock
We know what you have and when it will run low.

03 We reorder for you
With your OK, before it runs out. You approve a proof first.

04 Delivered to your door
Shipped directly to your business.

500 business cards	FROM **$60**
Menus, flyers, door hangers or signs, per order	FROM **$95**
Stock care	**Included with any monthly plan**

Direct mail to homes

A postcard in every mailbox on the routes you choose around your business.

- We pick the mail routes with you, by neighborhood.
- We design a card with one clear offer, in English, Spanish or both.
- We print it and the post office delivers it. You never stand in line.
- Each card carries a code or QR, so we can show you what it brought in.

FROM · 5,000 HOMES

$2,950

Design, printing and postage included. Smaller and larger runs quoted per route.

Ordering everything from one team means one brand, one bill and one person to call when you need more.

FOR CONTRACTORS

Peace of mind for contractors.

For roofers, remodelers, builders, painters and cleaning companies. You run the jobs. We keep the phone ringing, your Google listing working and every lead landing where it should.

ContractorCare

$397 / month

For contractors who want to be found and look active online.

- Social media from your real jobs
- Google profile and a reply to every review
- Local search for your services and towns
- A monthly check that forms and calls reach you
- A monthly report: calls, messages and jobs

ContractorCare Plus

$697 / month

For contractors ready to fill the calendar.

- Everything in ContractorCare
- Seasonal ads on Facebook, Instagram and Google (ad budget separate)
- An AI receptionist that answers and passes emergencies to you
- Follow-up on every message your ads bring in
- A roof estimator or quote form on your website

One-time setup: **$600**. A website or service page ready for calls, a cleaned-up Google profile, your job photos organized and a starting snapshot, so every month we can show you what changed. Direct mail printing and postage are quoted separately.

#50 → #14

DAG Roofs on Google for "roofing contractor", Nov 2023 to Dec 2024 (BrightLocal).

2×

Amor Construction's Google profile views, Jan–Mar vs Aug–Oct 2026.

2,000

homes reached by mail in North Jersey for State Pro Construction.

HOW WE START

01
Baseline
Where you stand today: Google, reviews, calls and messages.

02
First 30 days
We fix what is broken and plan the first month of content.

03
Every month
Content, ads and Google work, plus a check that every lead reaches you.

04
Monthly report
What came in, what changed and what is next.

OUR WORK

Different businesses. Work that keeps going.

BUILD

Central Avenue Wholesale

Newark, NJ

A retail brand built from the ground up: logo, website and the content customers see every day.

GROW

Skin Care by Glenda Reyes

Reading, PA

Identity, bilingual website, original photography, social content and Facebook and Instagram ads.

MANAGE

DVTA

Professional association

Membership, events and website systems simplified, and supported every day since.

GROW + MANAGE

Power Haus

República Dominicana

Website relaunch and management behind first-place Google results for solar panel searches.

> “Not only professional, but human, reliable and always open to make things happen.”
>
> Rafael Moya · Owner, My Party Colors · Google review

> “They made my vision come to life. They were very professional and knowledgeable.”
>
> Yaritssa P. · Google review

> “I definitely recommend Palaeli Studio they are professional and wonderful people to work with!”
>
> Edith H. · Google review

Watch our clients tell it in their own words: Arturo Bobea (Our Konnection), Rafael Moya (My Party Colors) and Fernando Fondeur (Power Haus), at palaelistudio.com.

THE PEOPLE BEHIND THE WORK

Frael Reinoso
Founder & strategy

Lilian Ventura
Creative direction

Paul Guillen
Automation & integrations

Maria Cabrera
Design

GOOD TO KNOW

How working with us works.

One price, agreed first.

Every project starts with a written proposal: scope, timeline, rounds of changes and investment. The prices in this guide are starting points; your final price comes after a short call.

Monthly plans, clearly defined.

Each plan lists what is covered, how to reach us and how fast we answer. If something is a new project, we tell you before we start.

Paid separately.

Ad budgets, domain, hosting and software licenses, unless your proposal includes them. Printing and mailing start at the prices on the Print & mail page.

What we will not promise.

First place on Google, a set number of leads or sales. No honest team can. We agree on goals and measures at the start and report on them every month.

Yours is yours.

Your domain, your website and your content belong to your business.

Small business in Pennsylvania?

We are a Professional Service Provider in Ignite CDFI's Spark program. Eligible businesses may work with us at no cost to them; Ignite decides who qualifies.

WHAT HAPPENS AFTER YOU SAY HELLO

01
A 15-minute call
You tell us what is going on. We ask a few questions.

02
A written proposal
Scope, timeline and price, in plain words.

03
You approve, we start
One person on our team is your point of contact.

04
Launch, then every month
Your plan keeps running, with a report you can read.

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STUDIO

YOUR NEXT STEP

Let’s talk about what you actually need.

Fifteen minutes is enough to know if we are a fit, and which plan makes sense. No pressure, no jargon.

Book a 15-minute call

Scan to book · calendar.app.google/DNDzMrvtLJUqMfyU6

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