WHAT IS INCLUDED, IN FULL

What is included, in *full.*

This is the complete list. What Tov builds, what the monthly plan covers, what you receive at launch, who owns what, and what is quoted separately. Written plainly, so you can read it once and know where you stand.

The offer, in one place

Free homepage demo first. If you approve the demo and sign the one simple agreement, Tov builds the full site free, up to 10 pages, using your church wording, names, times, photos, and logo. Billing is $49 per month, starting the day the site goes live, never before. Annual option is $490, two months free. No setup fee. No tiers.

How to read this document

- **Page 2:** the plan and the price, and what unlimited content updates actually covers.
- **Page 3:** what your website includes, for guests and under the surface, in plain English.
- **Page 4:** what you receive at launch, the process, ownership, and cancellation.
- **Page 5:** optional logo and brand work, what is quoted before work starts, and the next step.

No meetings required

The whole path runs by text or email. You request a demo, review a private link, reply with a short feedback form, approve, and launch. Most churches go from demo request to launch in under one week.

THE PLAN AND THE PRICE

One plan. *$49* a month.

The design and build are free. One monthly fee covers hosting, care, and updates. Billing starts the day your site goes live, not before. If you prefer annual billing, it is $490 once a year, which is two months free.

Included in the monthly plan

- **Hosting, SSL, and security, handled.** Your site is hosted, secured with an SSL certificate, and looked after. You do not manage servers or renewals.
- **Unlimited content updates to existing pages.** Text, service times, events, staff, photos, sermons, and alert banners. Send the change by text or email and Tov does the work.
- **Up to two new pages a month.** New pages that reuse an existing layout on your site are included, up to two per month.
- **Monthly visitor and update report.** Each month you receive a short report with your visitors, your top pages, where visitors came from, and what Tov shipped for you that month.
- **Care and upkeep.** Tov keeps the site current, checks that links and pages work, and fixes issues that come up in normal use.

How fast updates happen

Most updates are live within two business days. Urgent updates received by noon Eastern go live the same day. Urgent means things like a weather cancellation, a time change for this Sunday, or a correction that cannot wait.

Fair use, stated plainly

Unlimited covers normal church updates, and the everyday ones never count against your time: service times, announcements, calendar and event listings, sermon links, staff changes, photo swaps, and wording edits. Beyond the everyday, your plan includes 5 to 7 hours of Tov's work each week for larger updates and new pages. If a bigger project is coming, Tov quotes it in writing before starting. No surprise bills.

WHAT YOUR WEBSITE INCLUDES

Built for *guests* first.

A guest decides in seconds whether to visit on Sunday. Every Tov build is shaped around that first visit, and built on a clean technical base so search and AI tools can read it correctly.

What a guest finds

- **Service times up front.** Sunday times, address, and directions are on the first screen, not buried three clicks deep, and they match everywhere on the site.
- **A clear plan-a-visit path.** Plan Your Visit is in the navigation, the hero, and the footer, with what to expect, where to park, and what happens with kids, in plain language.
- **One clear next step.** Each page points a guest to one next action, instead of a long menu of insider options.
- **Mobile first pages.** Every page is designed for a phone first and fits any screen. Tap targets are large, text is readable, and phone numbers tap to call.
- **Giving and prayer, easy to find.** Tov links to the giving tool your church already uses, with no need to switch, and includes a clear path for prayer requests.
- **Your content, loaded for you.** Your wording, ministries, staff, sermons, events, and photos, shaped for the web and never invented. If a fact cannot be verified, Tov asks before it goes on the site.

How it is built, in plain English

- **Fast static pages.** Pages are built as lightweight static files. They load quickly, need no database to babysit, and stay reliable under normal traffic.
- **Clean, accessible markup.** Pages use proper headings, landmarks, alt text on photos, and keyboard focus that can be seen. Builds are checked for accessibility before launch.
- **Search ready by default.** Each page has a clean title and description, a sitemap file, and a robots file, so Google can find and list your pages correctly.
- **Local church information for search.** Where your facts are verified, Tov adds structured local church information behind the scenes, with your name, address, and verified service times, so search results show the right details.
- **Ready for AI search.** Builds include a plain text summary file that helps AI assistants read your times, address, and visit information the same way your site states them.

LAUNCH, OWNERSHIP, AND CANCELLATION

What you receive at *launch.*

- **A live website on your own domain.** Your site goes live at your church web address, on the domain registered in your church name.
- **Up to 10 built pages.** Built from your approved content, in the design you approved in the demo and revision rounds.
- **Your approved content, loaded.** Wording, times, photos, and logo as you approved them. Service times and contact facts are confirmed by your church before launch.
- **The signed one simple agreement.** One page, plain English, covering the price, what is included, ownership, and cancellation. That is the whole agreement.
- **The monthly rhythm.** Hosting and care from day one, updates by text or email, and the monthly visitor and update report.

The process, start to finish

1. Demo request. You share your name, church, current website, and email. **2.** Free homepage demo in a day or two, sent as a private link. **3.** Feedback form. You note changes, confirm times and facts, and approve wording and photos. **4.** Approval and signed agreement. **5.** Full build. Tov builds the remaining pages. **6.** Church fact check. You confirm service times and details before anything goes live. **7.** Launch. You point your domain with a short walkthrough from Tov, the site goes live, and billing starts that day. The whole path is under one week for most churches.

Ownership and cancellation

Your church owns its domain, registered in the church name, and all of its content, meaning its words, photos, and files. Those stay yours, always. Tov owns the design and code. There is no site or code export on cancellation. Either side can cancel anytime in writing, and email counts. There is no cancellation fee and nothing owed beyond the month already started. The site stays live for 30 days after cancellation, so nothing breaks while you transition.

OPTIONAL WORK AND QUOTED WORK

Logo and brand work, *optional.*

Your current logo stays exactly as it is unless you ask for this. Logo work is a one time add on, separate from the $49 plan.

- **$99 refresh.** A cleanup of your existing mark, tidied for web and print use, with the same look your church already knows.
- **$199 full new brand.** A new mark, with three directions to choose from before Tov finishes the one you pick.

What you receive with logo work

Final logo files for print and web, including vector or source files where available, plus SVG, PDF, transparent PNG, and JPG exports. Horizontal, stacked, and icon or monogram versions where they apply to your mark. A favicon for the browser tab and profile images sized for social accounts. Your color palette with the exact values, the font names used, and basic guidance on when to use each version. Plus a one page brand use sheet covering clear space around the logo, minimum size, which backgrounds work, and what not to do.

Quoted before work starts

The following are always quoted in writing before Tov starts, never billed by surprise: new page layouts, redesigns, new integrations, custom features, pages written from scratch beyond the included scope, logo work unless a logo package is bought, and photography. If you ask for something in this list, you get a price first and decide with no pressure.

The next step

Request your free homepage demo at tovweb.com. You will get a private link in a day or two, from Mike personally. The demo is yours to keep whether or not you ever pay Tov.

Questions. Reply to any message from Mike, or write to hi@mikeedens.com. Tov is run by Mike Edens in Wilmington, North Carolina, with 20 plus years in church creative, communications, and leadership.