



VYRA DATA INC. / JULY 2026

Website and managed care pricing.

Clear scopes for Nova Scotia service businesses - from a focused marketing site to a database-backed web system.

ONE CATEGORY

VYRA designs, builds, launches, hosts, and supports websites. The tiers below change the scope, not the promise.

ALL PRICES

Canadian dollars. Applicable tax, domains, paid licences, advertising, and third-party usage are additional unless stated.

START HERE

Established local service businesses usually fit Local Launch or Growth. Custom Web System is only for projects that genuinely need backend engineering.

Built in Halifax. Direct access to the people doing the work.

This guide is a scope and budgeting tool. Every engagement is confirmed in a written statement of work before production begins.

Choose the smallest scope that can do the job.

All builds include responsive implementation, accessibility-conscious QA, launch support, and ownership terms documented in the project agreement.

LOCAL LAUNCH

\$2,000

Founding-client rate.
Standard starting price becomes \$3,000 after the first three completed engagements.

- + Up to 5 pages
- + One design direction
- + Structured-interview copy
- + Lead/contact path
- + Analytics and SEO foundation
- + 2 revision rounds
- + Target: 10 business days*

60% to begin / 40% before launch

GROWTH WEBSITE

\$5,000+

For businesses with more services, content, or supported integrations.

- + Up to 10 pages/templates
- + Information architecture
- + Expanded copywriting
- + CMS/editor workflow
- + Up to 2 standard integrations
- + Conversion event tracking
- + 3 revision rounds

50% / 30% / 20% milestones

CUSTOM WEB SYSTEM

\$10,000+

For accounts, dashboards, databases, APIs, and custom workflows.

- + Technical discovery
- + Custom UX and interface
- + Backend/API engineering
- + MongoDB where appropriate
- + Transactional email if needed
- + Deployment and rollback plan
- + Written custom scope

Starts at 8 weeks; usage is separate

*Timing begins after required content, access, and approvals are received. Timelines are targets, not guarantees.

What changes between website tiers.

Scope	Local Launch	Growth	Custom System
Starting price	\$2,000 founding / \$3,000 standard	\$5,000	\$10,000
Best fit	Focused local-service website	Multi-service growth website	Database-backed workflows
Pages/templates	Up to 5	Up to 10	Defined in scope
Design	1 direction	2 concepts, 1 selected	Custom UX system
Copy	Structured interview	Expanded planning and writing	Workflow-specific
Integrations	1 supported lead path	Up to 2 standard	Custom scoped
CMS/editing	When included in stack	Included where suitable	Defined in architecture
Backend/database	Not included	Not included	Available by scope
Revision rounds	2	3	Milestone-based
Target timeline	10 business days*	4-6 weeks*	8+ weeks*

Common exclusions

Domains, paid licences, translation, professional photography, e-commerce, advertising, guaranteed rankings, guaranteed leads, data migration, compliance certification, and third-party usage are not included unless named in the statement of work.

Hosting is infrastructure. Care is responsibility.

VYRA care plans combine hosting administration, monitoring, maintenance, backup responsibility, support, and a defined amount of minor modification time.

CARE ESSENTIALS

\$99/mo

For approved static and standard marketing sites.

- + Managed shared VPS
- + SSL and uptime monitoring
- + Weekly backup and restore process
- + Supported-stack maintenance
- + 15 minutes minor changes
- + 3-business-day acknowledgement
- + \$125/hr eligible overage

CARE GROWTH

\$199/mo

For higher-value, CMS, or integration-enabled websites.

- + Everything in Essentials
- + Daily backup when verified
- + Safe preview/staging workflow
- + Monthly form and link check
- + 60 minutes minor changes
- + 2-business-day acknowledgement
- + \$110/hr frontend overage

APPLICATION CARE

\$499+/mo

For accepted database-backed web systems. Usage extra.

- + Application health monitoring
- + Database backup plan
- + Transactional-email monitoring
- + Deployment and rollback process
- + 2 hours approved maintenance
- + 1-business-day acknowledgement
- + \$165/hr backend overage

Acknowledgement targets apply during published business hours and are not guaranteed resolution times. Included modification time does not roll over.

Know what is included before requesting a change.

Minor modifications adjust an existing page or supported component. New pages, features, workflows, integrations, or redesigns are estimated as project work.

Work type	Essentials	Growth	Application
Included minor changes	15 min/mo	60 min/mo	2 hr/mo approved maintenance
Frontend/content overage	\$125/hr	\$110/hr	\$110/hr
Integration/engineering	Quoted	\$150/hr	\$165/hr backend/database/API
Billing increment	30 minutes	30 minutes	30 minutes

Usually included + Text, image, phone, or hours update + Small existing-layout adjustment + Supported form-recipient change + Routine dependency maintenance	Usually new scope + New page or template + New feature or integration + Rebrand or redesign + Backend, database, or API change + Third-party debugging
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EMERGENCY WORK	\$175/hour with a 2-hour minimum, subject to availability. Accepted after-hours/holiday emergency work is \$225/hour with a 2-hour minimum.
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Infrastructure is matched to the actual system.

Standard sites use a VYRA-managed VPS environment. Database-backed systems may require MongoDB Atlas, transactional email, dedicated resources, storage, or paid APIs. Those usage costs are disclosed before launch and billed directly or passed through as agreed.

BACKUPS	Essentials includes a weekly restore point. Growth may advertise daily backups only after VYRA has verified the independent daily-backup system. Application backup and recovery responsibilities are documented per project.
EMAIL	Routine website form delivery is included where supported. High-volume transactional email, longer retention, dedicated IPs, and marketing broadcasts are separate usage or scope.
DATABASES	MongoDB is used only when it fits the project. Production database cost, backup, monitoring, data migration, and recovery requirements are separate from ordinary website care.

Illustrative first-year totals

Example	Build	12 months care	Illustrative year 1
Local Launch founding + Essentials	\$2,000	\$1,188	\$3,188
Local Launch standard + Essentials	\$3,000	\$1,188	\$4,188
Growth Website + Growth Care	\$5,000	\$2,388	\$7,388
Custom System + Application Care	\$10,000	\$5,988	\$15,988 + usage

Examples exclude tax, domains, licences, usage, and separately scoped work. Care begins at launch.

Clear boundaries protect both sides.

Project-specific terms are finalized in VYRA's services agreement and statement of work.

Ownership	Ownership and licence terms are stated in the project agreement. Third-party software, fonts, stock assets, and services remain subject to their own licences.
Approvals	Client feedback is consolidated through the named approver. Extra review cycles or delayed materials can change the schedule and fee.
Overages	VYRA estimates billable work before starting. Approved overage is billed in 30-minute increments after included care-plan time is used.
Care time	Included modification time expires monthly and does not roll over. It cannot be exchanged for cash, project credit, or unrelated services.
Third-party fees	Domains, paid APIs, databases, email, SMS/voice, storage, licences, and dedicated infrastructure are direct-billed or transparently passed through.
Backups	Backup frequency, retention, and recovery responsibility depend on the care plan and project architecture. No recovery-time guarantee exists unless written into the agreement.
Cancellation	Project cancellation and care-plan notice periods are defined in the signed agreement. A client can request a supported handoff or migration quote.
No guaranteed outcomes	VYRA does not guarantee rankings, traffic, leads, sales, conversion lifts, uninterrupted service, or a specific performance score.

Not built by VYRA?

A technical onboarding audit starts at \$350. Migration starts at \$300 and is quoted according to access, risk, DNS/email impact, data size, and rollback requirements.

Why these prices are defensible.

VYRA's prices sit toward the accessible end of current Canadian professional-service ranges while preserving defined support boundaries. Raw server rent is only one small input; managed care also includes administration, monitoring, maintenance, QA, backup responsibility, communication, and recovery work.

CANADIAN BUILDS	A June 2026 Canadian guide places most small-business websites around \$2,000-\$10,000 CAD, with custom applications above that range.
NOVA SCOTIA AGENCIES	Current Nova Scotia listings commonly show \$90-\$175 CAD per hour and \$200-\$1,000+ per month for ongoing care.
INFRASTRUCTURE	Hostinger VPS renewal pricing is inexpensive, but VPS operation is self-managed and the included backup cadence is weekly. Production MongoDB, email volume, and dedicated resources can add separate recurring costs.

Sources checked July 11, 2026

- OnePage Pro - How Much Does a Website Cost in Canada? (2026)
- Clutch - Web Design Agencies in Nova Scotia
- Hostinger Canada - VPS pricing, specifications, and backup information
- MongoDB - Atlas pricing
- Resend - Email pricing

Prices and vendor costs change. VYRA reviews public pricing and internal cost assumptions before publication and whenever infrastructure or support responsibilities change.