

Select	Category	Feature	What it does	Good for	Site type	Build cost	Running cost
✓	Basics (every site)	Mobile-friendly design	The site adjusts automatically to phones, tablets and computers. Most visitors will see it on a phone.	Every business	Static	Included	—
✓	Basics (every site)	Core pages (up to 5)	Home, About, Services, Contact and one more page of your choice.	Every business	Static	Included	—
✓	Basics (every site)	Click-to-call and click-to-email	Visitors tap the phone number to call you or the email address to write to you, straight from their phone.	Every business	Static	Included	—
✓	Basics (every site)	Google Map and directions	A map of your location with a link that opens directions in Google Maps.	Shops, offices, schools, restaurants	Static	Included	Free
✓	Basics (every site)	Opening hours and contact details	Address, phone, email and opening hours, visible on every page (usually at the bottom).	Every business	Static	Included	—
✓	Basics (every site)	Social media links	Icons linking to your Facebook, Instagram, TikTok and other profiles.	Businesses active on social media	Static	Included	—
✓	Basics (every site)	Secure connection (HTTPS)	Encrypted connection. Browsers show a padlock instead of a 'Not secure' warning, and Google prefers secure sites.	Every business	Static	Included	Free
✓	Basics (every site)	Your branding applied	Your logo, colors and style used consistently across the site.	Every business (designing a new logo is a separate service)	Static	Included	—
✓	Basics (every site)	Link preview when shared	When someone sends your link on Viber, Messenger or Facebook, a proper image and title appear.	Every business	Static	Included	—
✓	Basics (every site)	Fast loading	Optimized images and clean code, so pages open quickly even on mobile data.	Every business	Static	Included	—
✓	Basics (every site)	Basic accessibility	Readable text, good color contrast and image descriptions, so more people can use the site, including people with visual impairments.	Every business	Static	Included	—
	Content & presentation	Extra pages	Pages beyond the core five, for example one page per service or product category.	Businesses with many services	Static	€ per page	—
	Content & presentation	Photo gallery	A grid of photos that open full-screen with one tap.	Restaurants, venues, workshops, rentals, salons	Static	€	—
	Content & presentation	Videos	Your YouTube or Vimeo videos shown directly on the page.	Schools, events, tourism, products that need a demonstration	Static	€	Free
	Content & presentation	Team page	Photos and short bios of the people behind the business.	Schools, clinics, offices, salons	Static	€	—
	Content & presentation	Customer reviews	Selected customer reviews on the site, added by hand or pulled automatically from Google.	Every business with happy customers	Static	€	Free (by hand) / fee (automatic)
	Content & presentation	Price list or menu	Services, products or dishes with prices, easy to read on a phone.	Restaurants, cafés, salons, workshops	Static	€	—
	Content & presentation	QR code menu	A printable QR code for tables or the shop window that opens your menu or price list.	Restaurants, cafés, beach bars	Static	€	Free
	Content & presentation	Frequently asked questions	Answers to the questions customers ask most, which saves you phone calls.	Schools, rentals, services with many enquiries	Static	€	—
	Content & presentation	Downloadable files	PDFs visitors can download, such as price lists, catalogs, forms or schedules.	Schools, suppliers, workshops	Static	€	—
	Content & presentation	Announcements from a Google Sheet	You write news or announcements in a simple Google Sheet and they appear on the site automatically.	Schools, clubs, businesses with frequent news	Static + service	€	Free
	Content & presentation	Announcement bar	A strip at the top of the site for short notices, such as holiday hours or a current offer.	Every business with occasional notices	Static	€	—
	Content & presentation	Events or class calendar	A calendar with upcoming events, classes or availability, updated from Google Calendar.	Schools, gyms, venues, clubs	Static + service	€	Free
	Content & presentation	Instagram feed	Your latest Instagram posts shown on the site, updating automatically.	Businesses that post often on Instagram	Static + service	€	Free / paid plan
	Content & presentation	Search box	A search field that finds pages, products or articles on the site.	Larger sites, catalogs, shops	Static	€	—
	Content & presentation	Catalog with filters	A list of items (products, cars, properties, parts) that visitors filter by category, price or features. No online purchase.	Dealers, suppliers, real estate, rentals	Dynamic	€€–€€€	Hosting + maintenance
	Content & presentation	Blog or news section	Articles or news you write yourself from an admin panel, with photos. Helps you appear in Google searches.	Businesses that want to share news or tips regularly	Dynamic	€€	Hosting + maintenance
	Contact & communication	Contact form	A form where visitors write their name, phone and message, which arrives in your email.	Every business	Static + service	€	Free / paid plan
	Contact & communication	Quote request form	A detailed form for requesting an offer, with the option to attach photos or files.	Builders, workshops, printers, event services	Static + service	€€	Free / paid plan

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	Contact & communication	Chat buttons (WhatsApp, Viber, Messenger)	A floating button that opens a chat with you in the visitor's messaging app.	Businesses that serve customers by message	Static	€	Free
	Contact & communication	Live chat	A chat window on the site where you answer visitors in real time, from your phone or computer.	Shops, rentals, businesses with many questions	Static + service	€	Free / paid plan
	Contact & communication	Newsletter sign-up	Visitors leave their email to receive your news and offers.	Shops, schools, venues	Static + service	€	Free up to a limit
	Contact & communication	Email with your domain	Professional addresses like info@yourbusiness.gr instead of a Gmail address.	Every business	Static + service	€	Yearly or monthly fee
	Bookings & sign-ups	Appointment booking	Customers pick a free time slot and book online. You get a notification and the appointment goes into your calendar.	Salons, clinics, consultants, lessons	Static + service	€	Free / monthly fee
	Bookings & sign-ups	Registration form	An online form for enrolling in classes, courses or events, with all responses collected in a spreadsheet.	Schools, academies, sports clubs, workshops	Static + service	€	Free
	Bookings & sign-ups	Online prepayment or deposit	Customers pay in full or leave a deposit by card when they book, which reduces no-shows.	Rentals, tours, classes, popular appointments	Static + service	€€	Per-transaction fee
	Bookings & sign-ups	Room booking engine	Guests see availability and book rooms directly on your site, in sync with Booking.com and Airbnb.	Hotels, rooms to let, villas	Static + service	€€	Monthly fee or commission
	Bookings & sign-ups	Full booking system	Bookings managed inside your own site: availability, staff, reminders and an overview of all bookings.	Businesses with many bookings, several staff or rooms	Dynamic	€€€	Hosting + plugin licence
	Updating the site yourself	Simple updates via Google Sheet	You change specific parts (announcements, prices, schedule) by editing a Google Sheet, without logging in to the site.	Owners who often change a few things	Static + service	€	Free
	Updating the site yourself	Admin panel to edit everything	You log in and change any text, photo or page yourself, much like editing a document.	Owners who update often or want full independence	Dynamic	€€–€€€	Hosting + maintenance
	Updating the site yourself	Staff accounts	Separate logins for employees, each with access only to what they need (e.g. orders only).	Businesses where several people update the site	Dynamic	€	—
	Updating the site yourself	Members-only area	Pages visible only to registered users, e.g. material for students or prices for trade customers.	Schools, associations, wholesalers	Dynamic	€€€	Hosting + maintenance
	Languages	Second language (e.g. English)	The whole site in a second language, with a language switcher. Essential for businesses with tourists or foreign customers.	Tourism, rentals, restaurants in tourist areas, exporters	Static	€€	—
	Languages	Each additional language	Every further language (German, French, Italian and so on).	Tourism businesses with guests from many countries	Static	€	—
	Online shop	Sell a few items with payment links	Each product has a 'Buy' button that opens a secure payment page. Simple and low-cost, without a full shop.	A handful of products, vouchers, class fees	Static + service	€	Per-transaction fee
	Online shop	Full online shop	Product pages, shopping cart, checkout and order management, all inside your site.	Businesses selling many products online	Dynamic	€€€	Hosting + maintenance + payment fees
	Online shop	Card payments	Customers pay by card on the payment provider's secure page, and the money goes to your bank account.	Every e-shop	Dynamic	€€	Per-transaction fee
	Online shop	Cash on delivery, bank transfer, IRIS	Extra ways to pay that many customers in Greece prefer.	E-shops in Greece	Dynamic	€	Courier / bank charges
	Online shop	Shipping and courier connection	Shipping costs calculated at checkout and vouchers created for ACS, Geniki Taxydromiki, ELTA Courier or Box Now lockers.	E-shops that ship products	Dynamic	€€	Courier contract
	Online shop	Product variations	Sizes, colors or other options per product, each with its own stock and price.	Clothing, shoes, accessories	Dynamic	€€	—
	Online shop	Stock management	Stock drops automatically with each order, and products show as 'out of stock' when they run out.	Every e-shop with physical products	Dynamic	€	—
	Online shop	Discount codes and offers	Coupon codes, percentage discounts or free shipping above a certain amount.	Shops running promotions	Dynamic	€	—
	Online shop	Customer accounts	Customers create an account to save their details and see past orders.	Shops with returning customers	Dynamic	€	—
	Online shop	Receipts, invoices and myDATA	Orders connect to invoicing software that issues receipts and reports them to AADE (myDATA).	Every Greek e-shop (agree it with your accountant)	Dynamic	€€	Invoicing software subscription
	Online shop	Skroutz / BestPrice listing	Your products appear automatically on price-comparison sites, where many people in Greece shop.	E-shops with competitive prices	Dynamic	€€	Marketplace fees
	Online shop	Product entry	Adding products with photos, descriptions and prices. You can do it yourself or have it done for you.	Shops with many products	Dynamic	€–€€€	—
✓	Google & marketing	Basic Google setup (SEO)	Page titles, descriptions and a sitemap, so Google understands your site and shows it properly.	Every business	Static	Included	—

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	Google & marketing	Google Business Profile	Your listing on Google Maps and Search, with hours, photos and reviews. Often brings more customers than the site itself.	Every local business	Static + service	€	Free
	Google & marketing	Visitor statistics	See how many people visit, where they come from and which pages they read.	Businesses that want to measure results	Static + service	€	Free
	Google & marketing	Ad tracking (Facebook/Instagram, Google Ads)	Measures which ads bring visits and sales, for businesses running paid ads.	Businesses that advertise online	Static + service	€	Free (ads cost extra)
✓	Legal & trust	Business details in the footer	Legal name, VAT number and GEMI number shown on the site, as required for businesses selling online.	E-shops and companies	Static	Included	—
	Legal & trust	Privacy policy	Explains what personal data the site collects and why. Needed whenever the site has forms, statistics or bookings.	Almost every business	Static	€	—
	Legal & trust	Cookie consent banner	Asks visitors for permission before statistics or advertising cookies are used, as EU law requires.	Sites with statistics, ads or embedded social media	Static + service	€	Free / paid plan
	Legal & trust	Terms of sale and returns	The conditions for orders, delivery, returns and the 14-day right of withdrawal.	Every e-shop, bookings with prepayment	Static	€	—
✓	Extra services	Domain and hosting in your name	The domain and hosting are registered under your business, so you always own your website.	Every business	—	Included	Domain every 2 years (.gr); hosting free (static) or yearly (dynamic)
	Extra services	Writing your texts	Professional texts for your pages, written after a short conversation with you.	Owners without time to write	—	€ per page	—
	Extra services	Translation of texts	Translation of the site's texts into the second language, checked by a person.	Sites with a second language	—	€–€€	—
	Extra services	Photo editing and selection	Editing your photos (cropping, brightness) or choosing quality stock photos.	Businesses without professional photos	—	€	—
	Extra services	Logo design	A new logo or a refresh of your existing one.	New businesses or logos that need updating	—	€€	—
	Extra services	Moving from an old site	Transferring texts, photos and useful content from your current site, while keeping old links working.	Businesses replacing an existing site	—	€–€€	—
✓	Extra services	Training	A short session (or video) showing you how to update your site yourself.	Owners who will make their own changes	—	Included	—
	Extra services	Maintenance plan	Regular updates, backups, security checks and a few small changes every month.	Every dynamic site (recommended); optional for static sites	—	Monthly	Monthly fee
	Extra services	Changes after launch	Updates to texts, photos or prices after the site is live, if you don't have a maintenance plan.	Every business	—	Per change	—

Selection summary

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Client name	
Business	
Date	

Features selected	15
Static	13
Static + service	0
Dynamic	0
Services	2
Large items (€€€)	0

Recommended website type	Static website
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Yellow cells are for you to fill in. Counts update automatically from the ✓ marks in the Features sheet.

Website Features Guide

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How to use this guide

1. Mark the features the client needs with ✓ in the yellow Select column (dropdown).
2. Features marked Included come with every website.
3. Not sure where to start? Pick one of the typical examples below, then add or remove features.
4. We'll go through your choices together and you'll receive an exact offer.

The Summary sheet counts the selections and shows which website type is needed.

Website type needed

Static	Works on any website, including simple, low-cost ones. No server maintenance needed.
Static + service	Works on a simple website with the help of an external tool (e.g. Google Sheets, a booking app). The tool may have its own fee.
Dynamic	Needs a dynamic website (e.g. WordPress), with paid hosting and regular maintenance.

If you tick even one feature marked Dynamic, the whole website will be dynamic.

Cost level

Included	Part of every website.
€	Small addition.
€€	Medium addition.
€€€	Large addition, a significant part of the budget.

Running cost is what a feature costs after launch, usually paid directly to the service provider. Exact prices are given in the final offer.

Typical examples

Simple presentation	[Static] Basics + photo gallery + contact form + chat buttons + Google Business Profile. Ideal for: Small local businesses.
Presentation with easy updates	[Static + service] The above + announcements from a Google Sheet + appointment booking or registration form + second
Site you manage yourself	[Dynamic] Admin panel + blog/news + booking system or members area + maintenance plan. Ideal for: Businesses that
Online shop	[Dynamic] Full shop + card payments + courier + receipts/myDATA + terms of sale + maintenance plan. Ideal for: