COMPETITIVE ANALYSIS

Web Envisions

Bend, OR · Web design

https://www.webenvisions.com/

Researched November 5, 2026

Prepared by Web Envisions AI agents

5 competitors · 39 cited sources

Executive summary

Web Envisions competes in Bend against five local firms that all lead with custom websites and search visibility. It is the only firm in this set that publishes full package prices, care plans and add-on prices, and it promises a fixed quote in writing before work starts. Of the others, only Bend Pro Web Design shows any prices, and it calls them a rough estimate.

Web Envisions also sells guided tools, live AI features, an AI receptionist and a service-business back office. No competitor in the sources offers these. The closest is Thencan Designs' free AI Visibility Snapshot, a marketing offer rather than a website feature.

Competitors win trust with proof and easy first steps. Farewell shows a rating across many reviews, measurable case-study results and calendar booking for a free call. Thencan and Hilary Popham show testimonials. Bend Pro offers free on-site consultations. The Web Envisions pages reviewed show a fictional demo and a rebuild write-up, but no client reviews.

The biggest openings are to make price transparency the headline, turn guided tools and AI features into a clear small-business offer, and close the gaps in social proof, booking and stated SEO.

About Web Envisions

Website: https://www.webenvisions.com/

PRINCIPAL SERVICES, FROM YOUR WEBSITE

- Builds custom websites for Central Oregon businesses, starting from $2,500. [1, 2]
- Offers a Launch website package of up to 5 pages with custom design, mobile-first build and a contact form, at $2,500 to $4,000. [2]
- Offers a Growth website package of up to 10 pages with easy editing or a blog and one guided tool, at $5,000 to $9,000. [2]
- Repairs, speeds up, integrates and makes back-end changes to existing websites at $100 to $150 per hour. [1, 2]
- Builds iPhone and Android apps, web apps and customer portals, starting from $15,000. [1, 2]
- Builds guided tools into websites, such as finders, planners, quizzes and request forms, at $750 to $2,500 each. [1, 2, 3]
- Adds live AI features to websites that read customer input and suggest choices, at $1,000 to $3,000 each. [2]
- Sells an AI receptionist for websites at $99/mo with no setup fee. [2]
- Provides a back office for service businesses with booking, scheduling, invoicing and texting, from $59/mo. [2]
- Sells website care plans: Essentials $49/mo, Care $149/mo and Care Plus $349/mo. [2]

How to read this report: statements are observations from public sources, with numbers in brackets pointing to the sources list at the end. Sections marked Recommendation are suggestions inferred from those observations, not facts.

Competitor profiles

1. Fare*well (Farewell)

https://heyfarewell.com/ · Bend, OR

Farewell is a Bend, Oregon web design agency and brand and digital studio that builds websites its clients' own teams can update without a developer. [4, 5]

POSITIONING

Farewell positions itself as a Bend, Oregon web design agency that builds fast, accessible, search-ready websites a client's own team can update without a developer. [4]

SERVICES

- Farewell offers web design described as strategic, brand-driven design, and web development described as fast, scalable websites with client-friendly editing. [6]
- Farewell also lists SEO, copywriting, and ADA and WCAG compliance among its services. [6]
- Farewell offers website support with unlimited updates and a 48-hour turnaround guarantee on a majority of requests. [6]
- Farewell builds sites in Webflow with CMS collections, as shown in its Metolius River Solutions case study. [7, 8]

PUBLISHED PRICING

Item	Price as published	Sources
Published prices	Not publicly available	[6, 7, 9, 10]

MARKETING SEEN

- Farewell's home page and web design page use 'Book a call' and 'Book a consultation' calls to action. [4, 8]
- Farewell's contact page offers a free call booked through a calendar, with call, text or email as alternatives. [11]
- Farewell's home page displays a 5.0 rating across 116 reviews, a 'Trusted on 250+ projects' claim, and case study results such as 200 clicks from Google Search in 28 days. [6]
- Farewell publishes content such as a guide to website design companies in Bend, Oregon, and a case study on keeping search equity through a domain change. [7, 9]

STRENGTHS

- Farewell has been operating since 2016 and cites recognition including the Innovation Award and Accomplished Under 40, plus features on Relume, DesignRush and Webflow. [9]
- Farewell shows measurable case study outcomes, such as 14,518 new keywords one year after a migration for Hayden Homes Amphitheater. [6]
- Farewell offers a broad service mix covering design, development, SEO, copywriting, accessibility and ongoing support. [6]

WEAKNESSES OR GAPS

- No prices or packages are published in the sources. [6, 9, 10]
- Farewell's about page lists a small team of four named people, which may limit capacity. [9]

2. Hilary Popham Website Design

https://hpophamwebsites.com/ · Bend, OR

Hilary Popham Website Design is a website design firm based in Bend, Oregon, specializing in local SEO and custom websites for small businesses. [12]

POSITIONING

Hilary Popham Website Design presents itself as a Bend, Oregon firm that builds custom, results-focused websites for small businesses with a focus on local SEO. [12, 13]

SERVICES

- It offers website hosting, including domain name registration and an option for a custom email address. [13]
- It optimizes every page for viewing on phones and tablets. [13]
- It optimizes each new website design for local SEO to help it rank higher on Google and other search engines. [13]
- It offers graphic design and rebranding, with logo design included if needed. [13]

PUBLISHED PRICING

Item	Price as published	Sources
Published prices	Not publicly available	[13, 14, 15]

MARKETING SEEN

- The homepage leads with the headline 'Grow your business with a custom website that gets results' and a 'Contact Me For A Quote' call to action. [13]
- The site has a Testimonials page, described as showing why clients recommend her services. [16]
- The Contact page offers a phone number, text, email and a project form, with business hours of Monday to Friday, 9AM to 5PM. [15]
- The About page emphasizes over 20 years of writing, graphic design and marketing experience and degrees in journalism and economics from the University of Oregon. [14]

STRENGTHS

- The owner has over 20 years of experience in writing, graphic design and marketing across multiple industries. [14]
- The business has a clear local focus, with a Bend address and local SEO built into each website design. [13, 15]
- The service bundle covers hosting, mobile optimization, local SEO, graphic design and logo design in one offer. [13]
- The site includes a testimonials page that provides social proof. [16]

WEAKNESSES OR GAPS

- No prices or packages are published in the sources; visitors must request a quote. [13]
- The sources show no online booking; contact is by phone, text, email or form. [15]
- The business appears to be a one-person operation, with the site written in the first person by Hilary. [14]

3. Bend Pro Web Design

https://bendproweb.com/ · Bend, OR (serving Central Oregon)

Bend Pro Web Design is a website design and development company in Bend, Oregon, led by designer and developer Brian Yun. [17, 18]

POSITIONING

It positions itself as a local, affordable Bend web design company that builds custom websites and solutions for local businesses. [19, 22, 23]

SERVICES

- It offers custom website design built with CSS3, HTML5 and PHP, tailored to each business. [19]
- It provides search engine optimization to help client sites get ranked and found. [19, 20]
- It offers e-commerce online stores, including shopping carts and data collection in its higher-end packages. [19, 20]
- It provides web video service including on-location professional filming and editing of HD web videos. [20]
- It builds and maintains websites, and each website includes a free consultation, 3 months of basic updates, basic SEO and web hosting setup if needed. [20]
- It promises website updates completed within 48 hours, with certain restrictions. [19]

PUBLISHED PRICING

Item	Price as published	Sources
Landing Page (1 page design)	$495	[21]
Basic Page (4-5 page design)	About $795	[21]
Website design package	About $1795	[21]
Website design package	Starting at $2495	[21]

MARKETING SEEN

- Pages show the header line 'Call 541-241-6776 for your free consultation'. [17, 22, 23, 24]
- The packages page invites visitors to call for a free web design estimate and a free quote. [21, 24]
- The company offers to meet clients at their business for a free website consultation. [19]
- The business has a Facebook page linked as publisher on its services, packages and about pages. [17, 23, 24]
- The homepage emphasizes being a local Bend web design company. [19]

STRENGTHS

- It publishes sample package prices starting at $495, giving prospects a rough cost estimate. [21]
- It offers a broad service range covering design, SEO, e-commerce and web video. [19, 20]
- It offers free consultations, including on-site visits at the client's business. [19, 20]
- It advertises a 48-hour turnaround on website updates. [19]

WEAKNESSES OR GAPS

- Pricing is only a rough guide, as the site says it is impractical to list prices for every combination and quotes are custom. [21]
- Several package prices are shown as 'About' or 'Starting at', and the passage does not clearly tie each price to a named package. [21]
- The site names one lead designer, which suggests a small team, though staff size is not stated. [17, 18]

- The 48-hour update promise carries unspecified restrictions. [19]

4. Thencan Designs

https://thencandesigns.com/ · Bend, OR

Thencan Designs offers web design for service businesses, with custom sites, personalized service, and SEO to drive small business success. [25]

POSITIONING

Thencan Designs positions itself as helping small businesses find local customers with More TLC: Traffic, Leads, Clients. [29]

SERVICES

- Thencan Designs offers web design for service businesses, with custom sites and personalized service. [25]
- It specializes in done-for-you local SEO services for established home service providers and holistic medicine practices. [26]
- It offers a free AI Visibility Snapshot showing how a business appears when people ask ChatGPT and Gemini for a recommendation. [27, 28]

PUBLISHED PRICING

Item	Price as published	Sources
Published prices	Not publicly available	[25]

MARKETING SEEN

- The site offers a free custom strategy video for businesses that are a fit, showing the first three steps to rank higher in Bend. [27]
- The site promotes a free AI Visibility Snapshot and a text-the-owner option as calls to action. [27, 28]
- The homepage uses client testimonials and results claims, such as about 20 qualified consultations per month for one client. [26]
- The Contact page invites visitors to get in touch to see how they can get More TLC: Traffic, Leads, Clients. [30]

STRENGTHS

- The site shows client testimonials with specific results. [26]
- The About page commits to open communication and a strategy-led approach with ongoing competitor and search trend monitoring. [31]
- The owner, Sam, is named and presented on the About page, and visitors can text him directly. [27, 32]

WEAKNESSES OR GAPS

- No prices are published for web design or SEO services in the sources. [25]
- The company states it cannot guarantee specific rankings. [31]
- The Terms of Service page shows only a loading placeholder in the captured text. [27]
- The homepage focuses on local SEO for home service and holistic medicine businesses, which may dilute its web design positioning. [26]

5. Smartz

https://www.smartz.com/ · 917 NW Harriman Street Ste 101, Bend, Oregon 97701

Smartz is a Bend, Oregon digital marketing agency that offers website design and build, site audits, HubSpot-driven marketing, SEO and paid advertising, and serves clients across the U.S. [33, 34, 35]

POSITIONING

Smartz positions itself as a knowledgeable, friendly, results-driven digital marketing agency offering one team and one phone number for all core digital services, with experience dating to 1996. [33, 34, 36]

SERVICES

- Smartz offers site audits that review speed, structure, content and SEO and provide a roadmap to boost traffic and conversions. [33, 36]
- Smartz offers marketing with HubSpot, including automated workflows, lead tracking and performance reporting. [33, 36]
- Smartz designs and builds SEO-optimized websites. [33, 36]
- Smartz provides SEO-focused services and paid advertising, including paid search campaigns. [33, 34, 36]

PUBLISHED PRICING

Item	Price as published	Sources
Published prices	Not publicly available	[33, 34, 35, 36]

MARKETING SEEN

- The homepage meta description asks "Ready to hire next and final Digital Marketing Agency?" and stresses HubSpot-powered marketing with real results. [37]
- The contact page invites visitors to fill out a form or call, and promises that Smartz will get back to them. [35, 38]
- Smartz promotes its credentials as a HubSpot-certified agency and Google Premier Partner. [34]

STRENGTHS

- Smartz states it has worked in digital marketing since 1996 and has specialized in SEO and digital marketing in Bend since 2002. [34]
- Smartz is a HubSpot-certified agency and Google Premier Partner. [34]
- Smartz bundles website, content, SEO and paid advertising under one team, so clients avoid juggling multiple vendors. [36]
- Smartz lists a local Bend street address, a phone number and business hours on its contact page. [35]

WEAKNESSES OR GAPS

- No prices or packages are shown in the sources reviewed. [33, 34, 35, 36]
- Smartz's homepage and title describe it as a digital marketing agency rather than a dedicated web design firm, so web design is one of five core services. [33, 37]
- The contact page offers a form and phone but no online booking option is visible in the sources. [35]

Comparison matrix

Yes means a source shows it; No means a source shows it is absent; Unknown means the sources do not say.

Competitor	Published prices	SEO service	Ongoing website support	Online call booking	E-commerce	Sources
Fare*well (Farewell)	No	Yes	Yes	Yes	Unknown	[6, 9, 10, 11]
Hilary Popham Website Design	No	Yes	Unknown	No	Unknown	[12, 13, 15, 16]
Bend Pro Web Design	Yes	Yes	Yes	Unknown	Yes	[19, 20, 21]
Thencan Designs	No	Yes	Unknown	Unknown	Unknown	[25, 26, 27, 28]
Smartz	No	Yes	Unknown	No	Unknown	[33, 34, 35, 36]

Competitor	AI-related offering	Reviews or testimonials shown	Sources
Fare*well (Farewell)	Unknown	Yes	[6, 9, 10, 11]
Hilary Popham Website Design	Unknown	Yes	[12, 13, 15, 16]
Bend Pro Web Design	Unknown	Unknown	[19, 20, 21]
Thencan Designs	Yes	Yes	[25, 26, 27, 28]
Smartz	Unknown	Unknown	[33, 34, 35, 36]

Pricing comparison

Prices are copied exactly as each business publishes them. “Not publicly available” means no price was found in the public sources read.

Competitor	Item	Price as published	Sources
Fare*well (Farewell)	Published prices	Not publicly available	[6, 7, 9, 10]
Hilary Popham Website Design	Published prices	Not publicly available	[13, 14, 15]
Bend Pro Web Design	Landing Page (1 page design)	$495	[21]

Competitor	Item	Price as published	Sources
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	Website design package	About $1795	[21]
	Website design package	Starting at $2495	[21]
Thencan Designs	Published prices	Not publicly available	[25]
Smartz	Published prices	Not publicly available	[33, 34, 35, 36]

Positioning and differentiation

WHAT THE SOURCES SHOW

- Web Envisions presents itself as a builder of custom websites for Central Oregon businesses, led by Zack, with websites from $2,500. [1]
- Web Envisions' pricing page lets visitors pick a package and shape it in an estimator. It promises a reply within one business day and a fixed quote in writing before any work starts. [2]
- Farewell positions itself as a Bend web design agency that builds fast, accessible, search-ready websites a client's own team can update without a developer. [4]
- Hilary Popham Website Design describes itself as a Bend firm specializing in local SEO and custom websites for small businesses. [12]
- Bend Pro Web Design describes its offer as affordable websites for businesses, including WordPress, SEO, e-commerce and web video production. [22]
- Thencan Designs positions itself around helping small businesses find local customers with 'More TLC: Traffic, Leads, Clients'. [29]
- Smartz positions itself as a digital marketing agency offering one team and one phone number for website, content, SEO and paid advertising. [36]

RECOMMENDATION

- Lead with price certainty. Make the published packages and the fixed written quote the headline message, since most local rivals require a call or quote request before talking cost.
- Position guided tools and live AI features as websites that do work for customers, such as taking requests and suggesting choices. Brochure sites that only rank in search are the contrast.
- Bundle the website, care plan, AI receptionist and back office into a clear path for service businesses. This answers Smartz's one-team pitch at a small-business scale.
- Use the personal, owner-built angle (Zack designs and builds each site) to compete with larger agencies on direct access, as Thencan does with 'Text Sam'.

Opportunities

Ranked by expected value to you. Each rests on a cited observation; the reasoning and the recommended action are inferred.

1 Make transparent, fixed pricing the main selling point

OBSERVATION

Farewell, Hilary Popham, Thencan Designs and Smartz publish no prices in the sources. Bend Pro Web Design calls its prices a rough estimate. Web Envisions publishes package ranges and confirms a fixed quote in writing. [2, 6, 13, 21, 25, 33]

WHY IT MATTERS (INFERRED)

Small-business owners often hesitate to contact firms that hide prices. Clear, fixed pricing removes a key barrier that every competitor leaves in place.

RECOMMENDATION

Feature the price ranges and the fixed-quote promise on the home page and in local search listings. Add a short comparison explaining what each package includes and why there are no surprise costs.

2 Package guided tools and AI features as a unique local offer

OBSERVATION

Web Envisions builds guided tools such as finders, planners, quizzes and request forms, adds live AI features, and sells an AI receptionist. The only AI-related competitor offer in the sources is Thencan's free AI Visibility Snapshot. [1, 2, 3, 27]

WHY IT MATTERS (INFERRED)

No local rival in the sources offers interactive tools or AI features on client websites. This is a clear point of difference that is hard for brochure-site competitors to match.

RECOMMENDATION

Build industry-specific demos for common Central Oregon small-business types, like the bike-shop request demo. Promote them as ready-made add-ons with each package.

3 Build visible social proof and measurable case studies

OBSERVATION

Farewell displays a 5.0 rating across 116 reviews and case-study results, and Thencan shows testimonials with specific results. The Web Envisions pages reviewed show a fictional demo business and a rebuild write-up but no client reviews. [3, 6, 26, 39]

WHY IT MATTERS (INFERRED)

Competitors use reviews and outcome numbers to reduce buyer risk. Without visible proof, transparent pricing alone may not win projects against established studios.

RECOMMENDATION

Collect reviews from past clients and publish short case studies with real outcomes. Consider using the free-website giveaway winner as a documented showcase project.

4 Add one-click consultation booking

OBSERVATION

Farewell offers a free call booked through a calendar. Hilary Popham's contact page offers only phone, text, email and a form. Smartz offers a form or a call. [11, 15, 35]

WHY IT MATTERS (INFERRED)

Letting prospects book a call instantly captures leads while they are motivated. Most local rivals don't offer this.

RECOMMENDATION

Add a calendar booking option next to the estimator so prospects can either send an estimate or book a short call right away.

5 State the search and local-visibility basics in each package

OBSERVATION

Hilary Popham, Bend Pro Web Design, Thencan Designs, Farewell and Smartz all list SEO among their services. The Web Envisions service list in the sources does not mention SEO. [2, 6, 13, 19, 26, 33]

WHY IT MATTERS (INFERRED)

Local buyers compare firms on whether a new site will help them get found. Leaving SEO unstated may make Web Envisions look less complete than rivals.

RECOMMENDATION

Spell out what search basics are included in the Launch and Growth packages and care plans. If local SEO is not offered, partner with a local SEO provider or explain the boundary clearly.

Limitations

- Competitor prices could not be found except Bend Pro Web Design's rough package guide, so price comparisons are limited.
- The sources do not show whether Web Envisions has client reviews, testimonials or real client case studies. The Lavaline Cycles demo is fictional, and the pizzeria rebuild's client status is unclear.
- The sources do not show whether Web Envisions offers SEO, e-commerce or online call booking.
- Review counts and ratings on third-party platforms such as Google were not collected for any firm.
- Ongoing support terms for Hilary Popham, Thencan Designs and Smartz could not be verified.
- Thencan Designs' Terms of Service page did not load in the captured text, and Smartz's web design page was captured only as metadata.
- Team sizes are inferred from about pages and not confirmed. No data on local market demand or competitors' win rates was available.

This report uses public information only (websites, public listings and search results) as it stood on the dates shown. It never estimates prices, revenue, ad budgets or rankings; anything not found is marked as missing.

Sources

Every source the report cites, with the date it was read.

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Your website · read November 5, 2026

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