ALDEN CHAPPELL · DURHAM, NC

Phone-first websites for *local businesses.*

I design and build small, fast, phone-first websites for local businesses around Durham and the Triangle: restaurants, shops, studios, clinics, trades and offices.

2 live sites
designed, built and running today

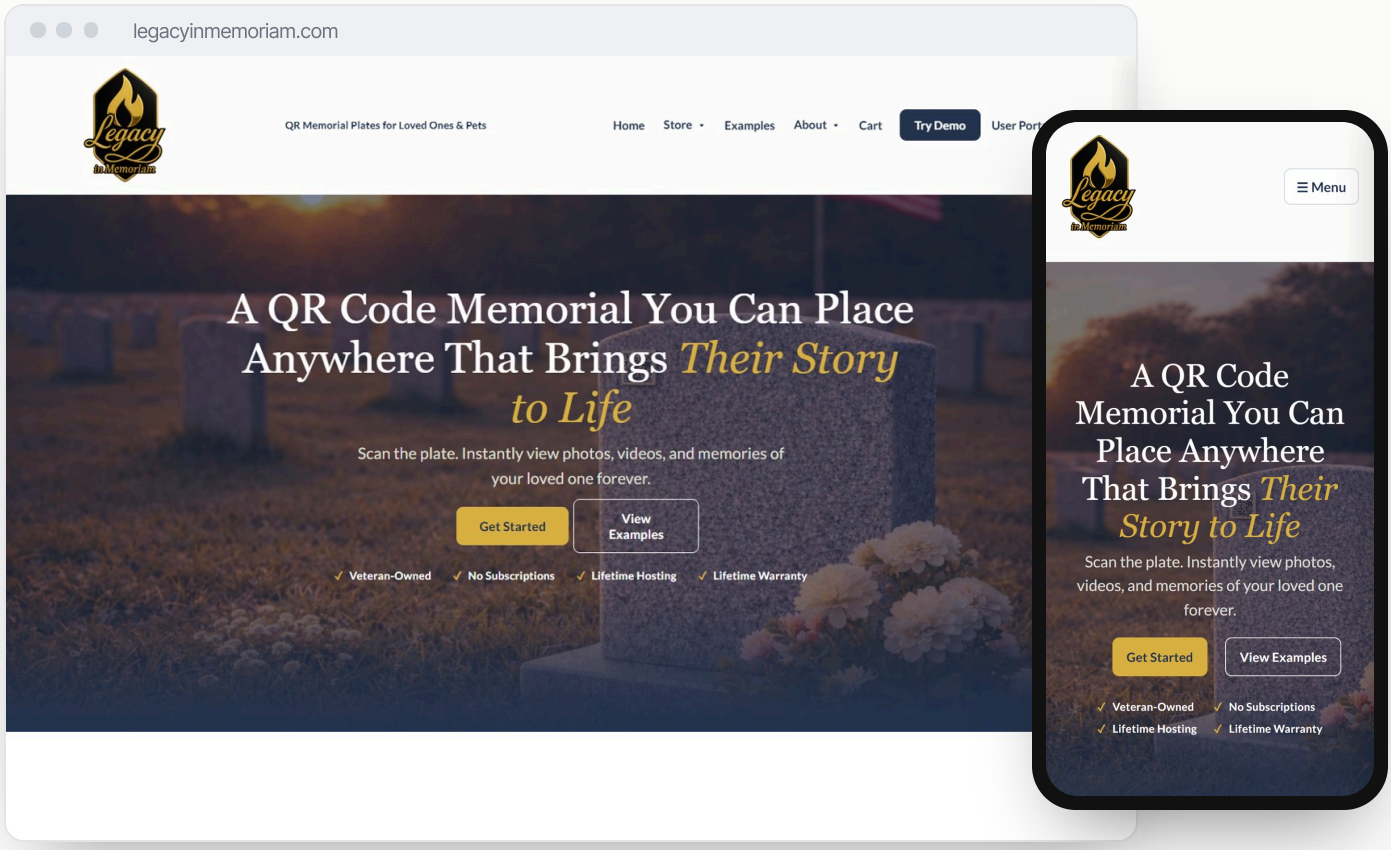
15 concept sites
one for each kind of local business

alden@aldenchappelldesign.com · aldenchappelldesign.com · Selected work, November 2026

LIVE SITE · DESIGNED & BUILT BY ALDEN

Legacy in Memoriam

QR-code memorial plates that open a lasting online tribute. A full e-commerce site with a product store, live examples, an interactive demo and a customer portal.



WHAT IT DOES

Sells memorial plates online, shows real examples, and lets families manage their tribute.

BUILT FOR

Phones first: most visitors arrive by scanning a plate.

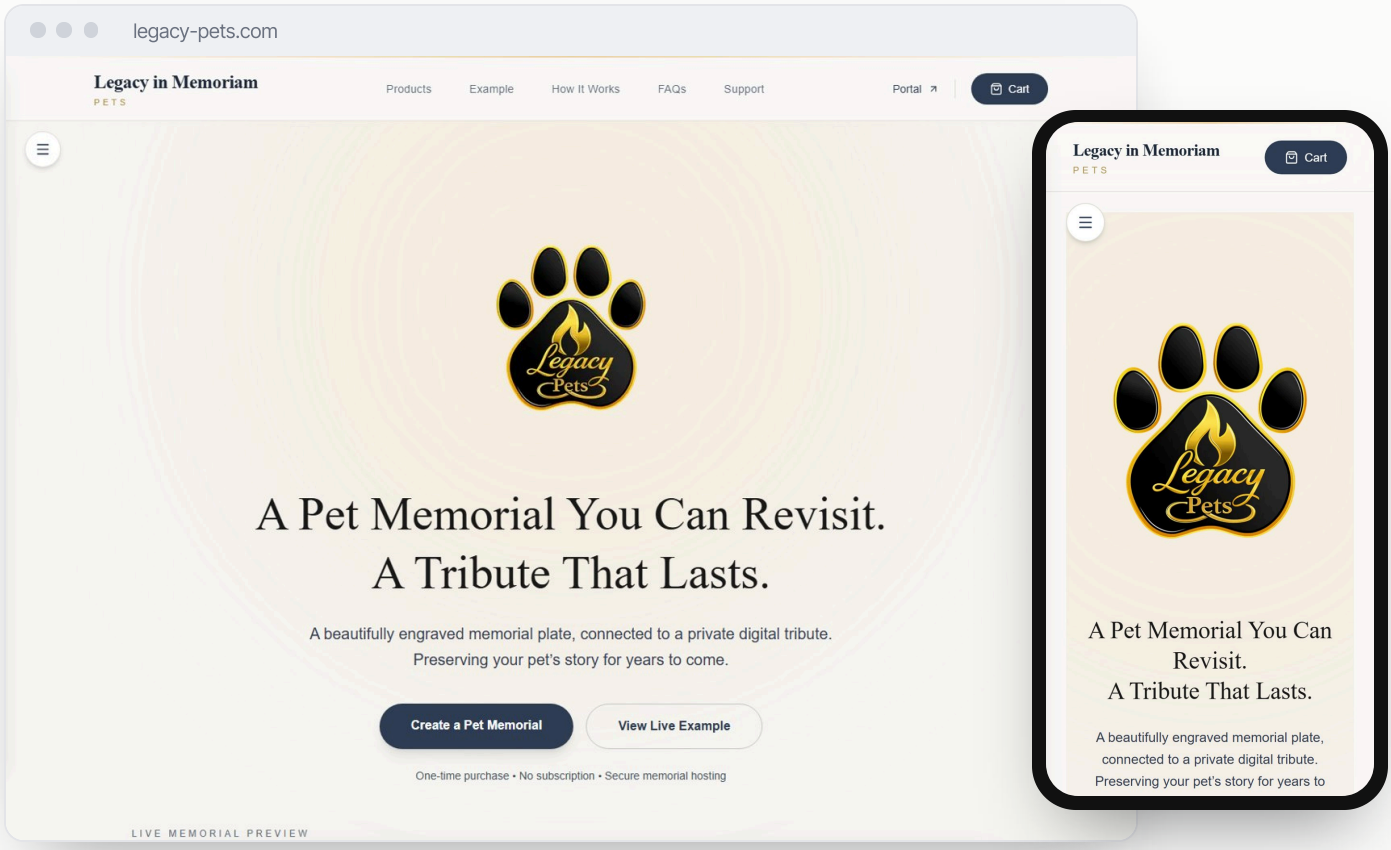
INCLUDES

Store and cart, demo, examples, about pages, customer portal.

LIVE SITE · DESIGNED & BUILT BY ALDEN

Legacy Pets

A sister site for pet memorials, with its own brand, gentler tone and product line, sharing the same customer portal behind the scenes.



WHAT IT DOES

Lets pet owners create a memorial plate linked to a private online tribute.

DESIGN

Warm, quiet palette with a gold paw mark that matches the parent brand.

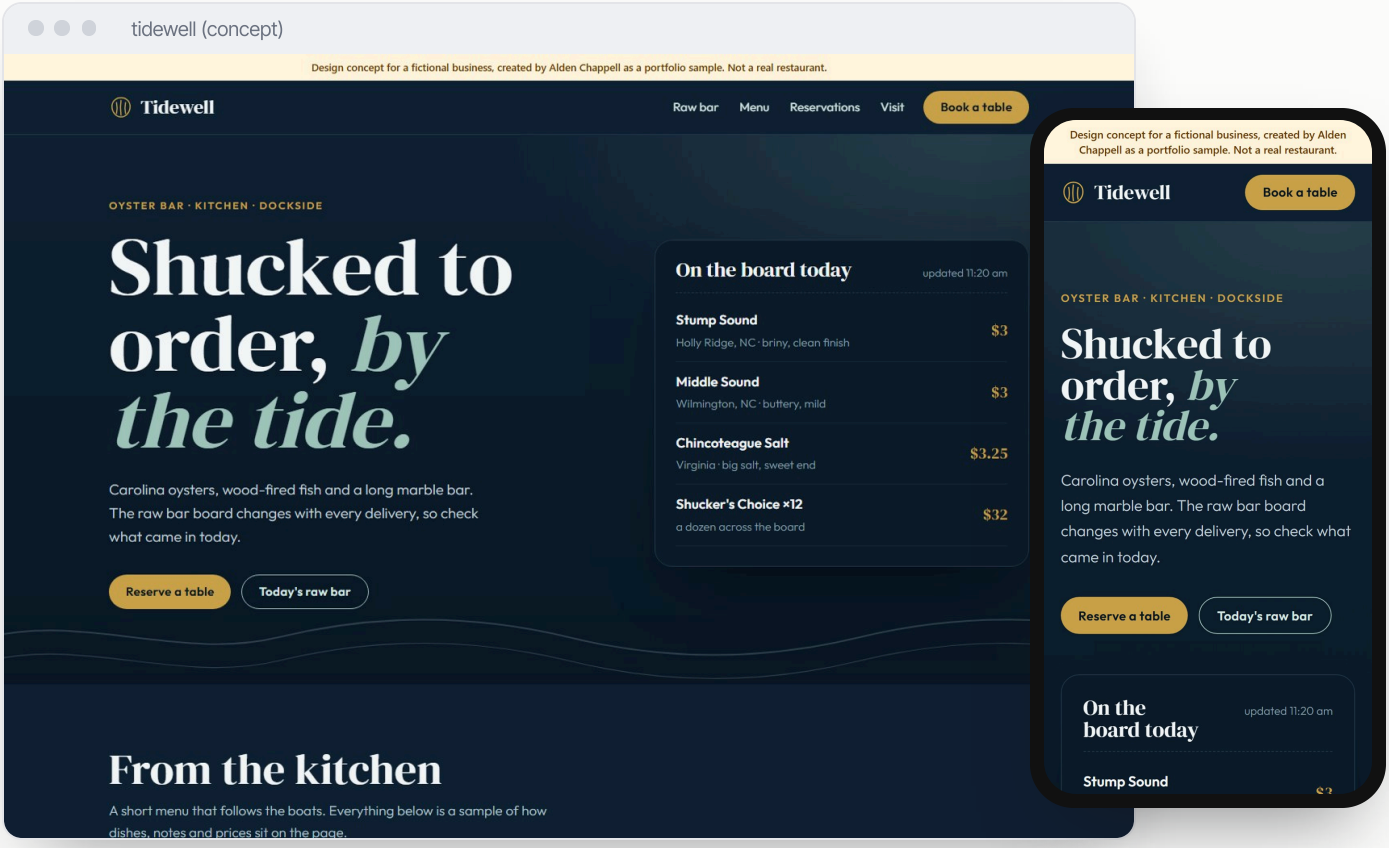
INCLUDES

Products, live example, how it works, FAQs, support, cart.

DESIGN CONCEPT · FICTIONAL BUSINESS

Tidewell Oyster Bar

A restaurant site built around what diners actually look for: today's specials, the menu with prices, a quick reservation, and hours and directions.



HIGHLIGHT

A daily board the staff can update in a minute, right on the homepage.

BOOKING

Reservation form up front, with large-party and private-room requests.

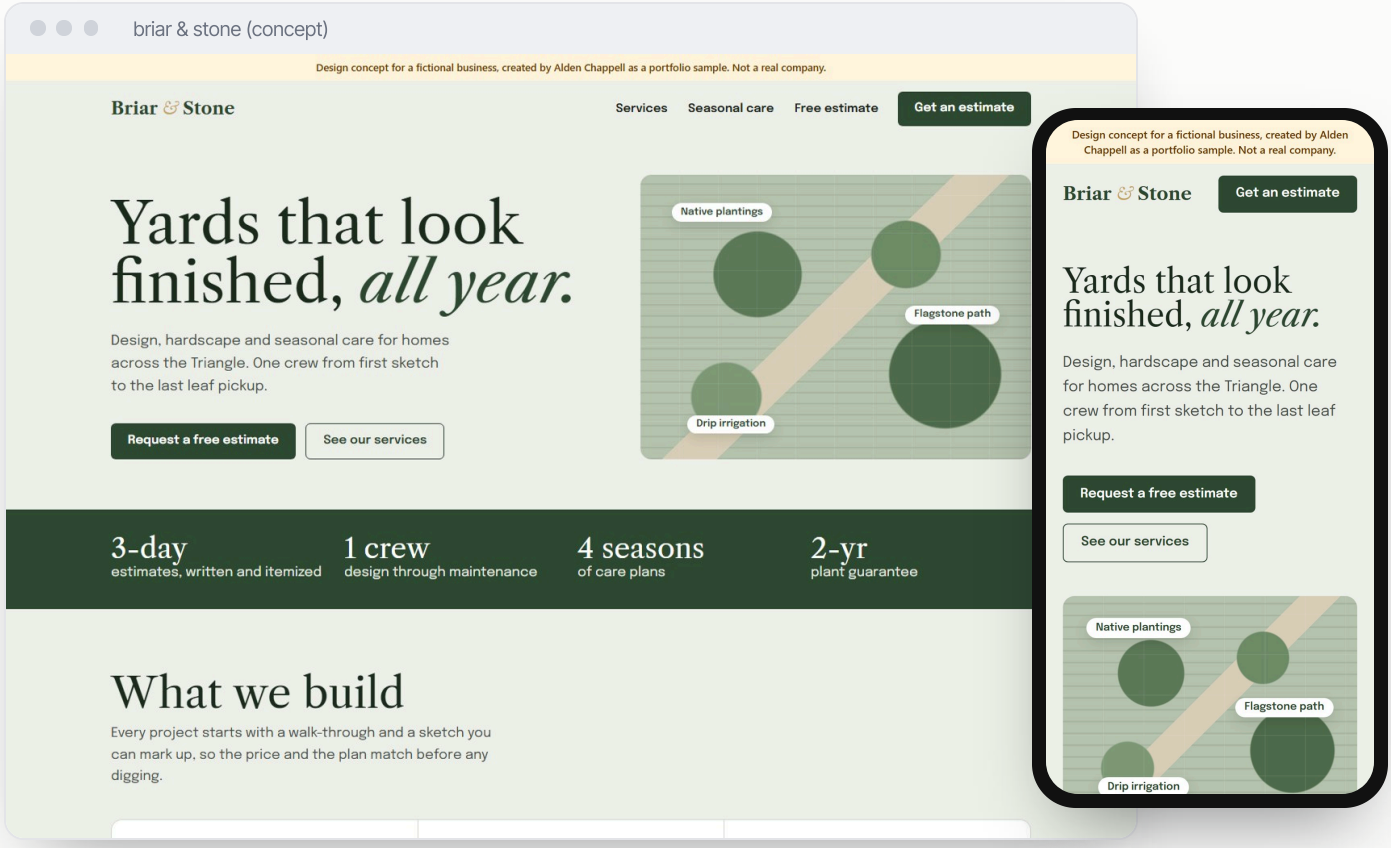
PAIRS WITH

The matching printed menu on page 18.

DESIGN CONCEPT · FICTIONAL BUSINESS

Briar & Stone Landscape Co.

A service-business site designed to turn visitors into estimate requests, with a short multi-step form, clear services and seasonal care plans.



HIGHLIGHT

A three-step estimate form that asks only what the crew needs.

TRUST

Guarantees and turnaround times stated plainly near the top.

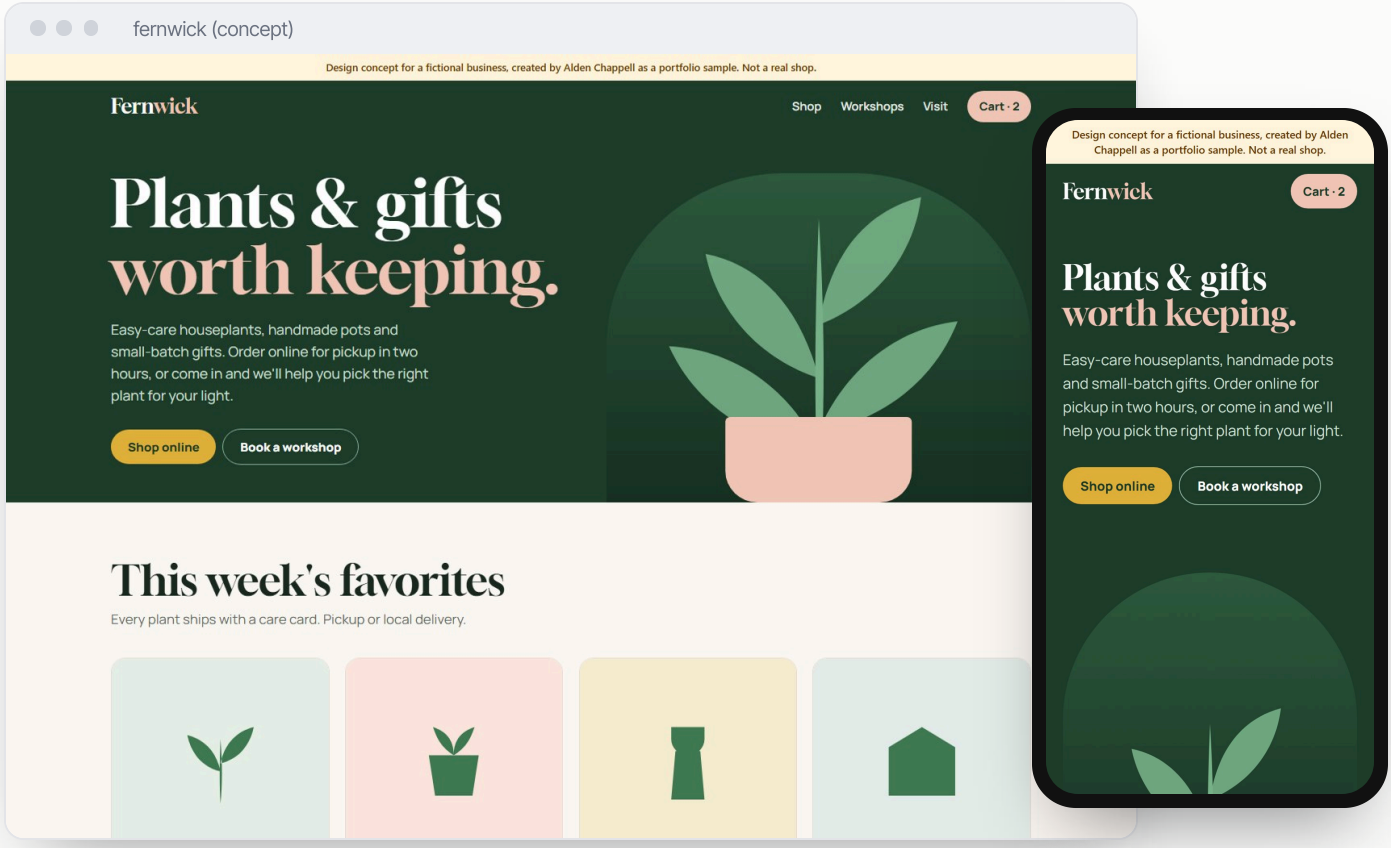
STYLE

Earthy palette and classic serif type to suit a craft trade.

DESIGN CONCEPT · FICTIONAL BUSINESS

Fernwick Plant & Gift

A small-shop site that sells online for pickup and fills weeknight workshops, without feeling like a big-box store.



HIGHLIGHT

Product cards with one-tap "Add" for two-hour pickup.

EVENTS

Workshop list with dates, seats and a booking link.

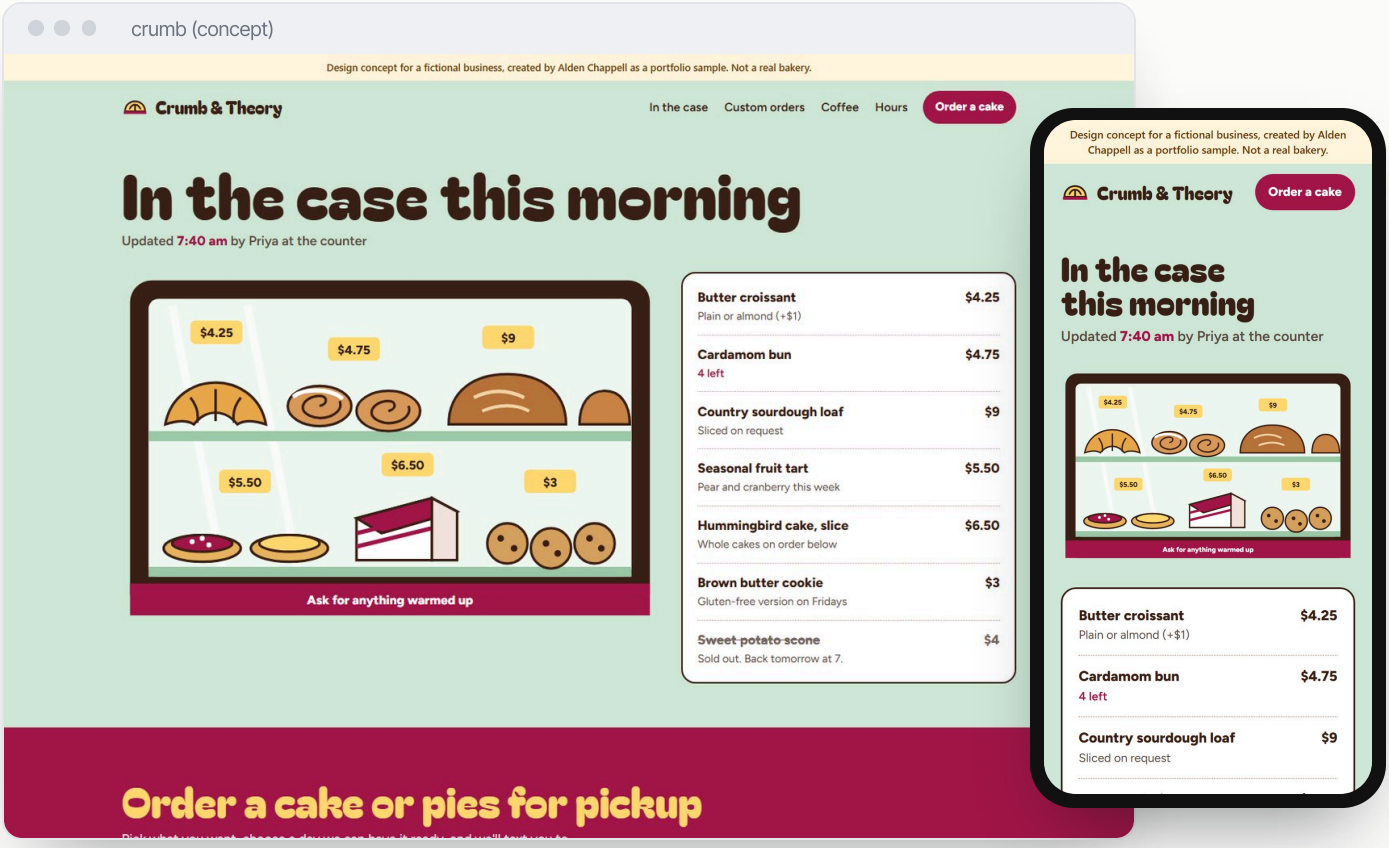
STYLE

Playful botanical palette and bold display type.

DESIGN CONCEPT · FICTIONAL BUSINESS

Crumb & Theory Bakery

A bakery-café site that shows what's in the case right now, takes cake and pie orders with honest lead times, and lists coffee and hours.



HIGHLIGHT

An illustrated pastry case with prices, plus a list that marks low and sold-out items.

ORDERS

Pick a cake or pie and the calendar starts at the earliest day it can be ready.

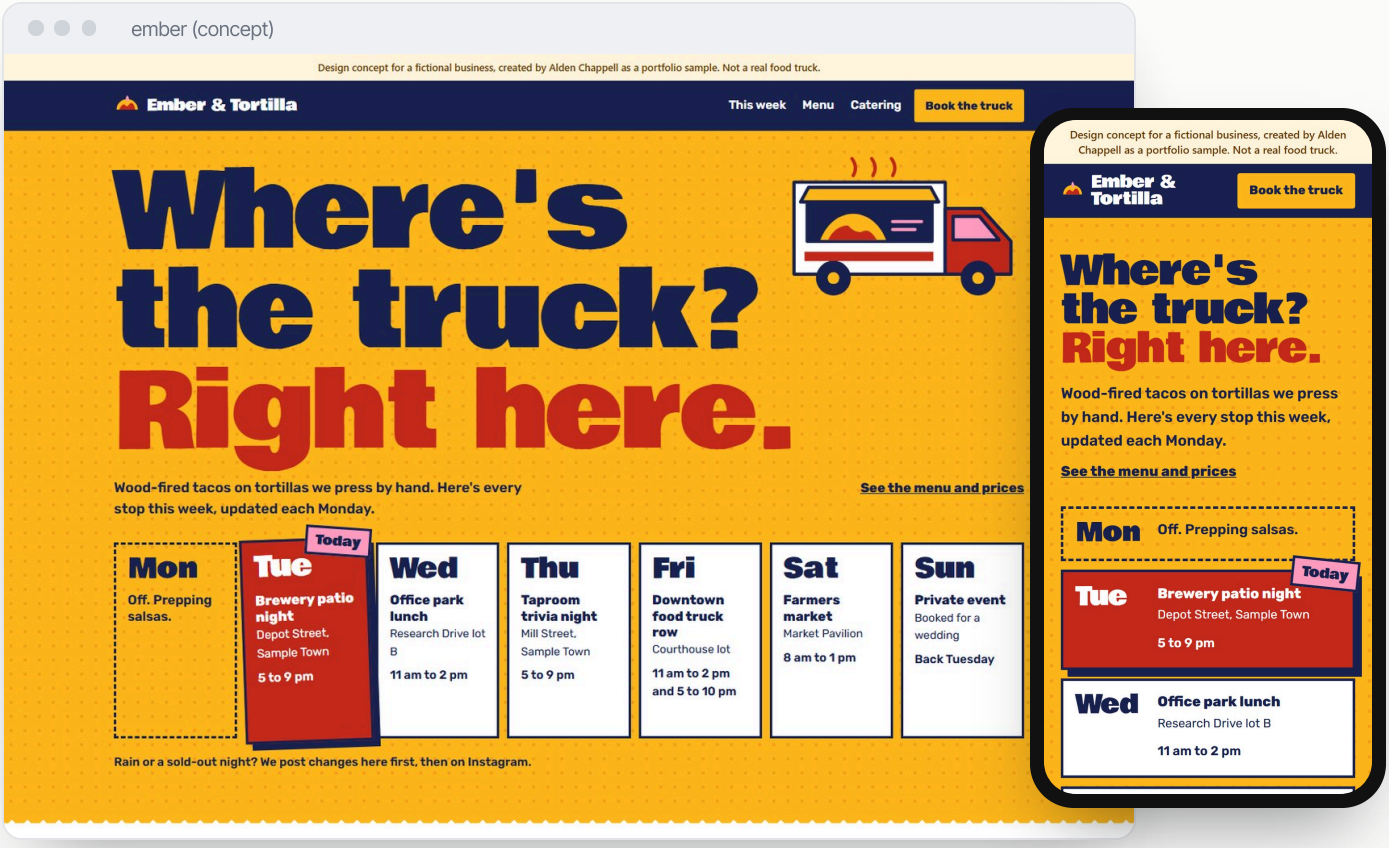
STYLE

Pistachio, raspberry and butter yellow with a round, friendly display face.

DESIGN CONCEPT · FICTIONAL BUSINESS

Ember & Tortilla

A food-truck site that answers the first question every customer has, where the truck is today, then shows a short priced menu and takes event bookings.



HIGHLIGHT

The week's stops as a street poster, with today's spot picked out automatically.

CATERING

A short request form plus per-guest pricing, minimums and lead time stated up front.

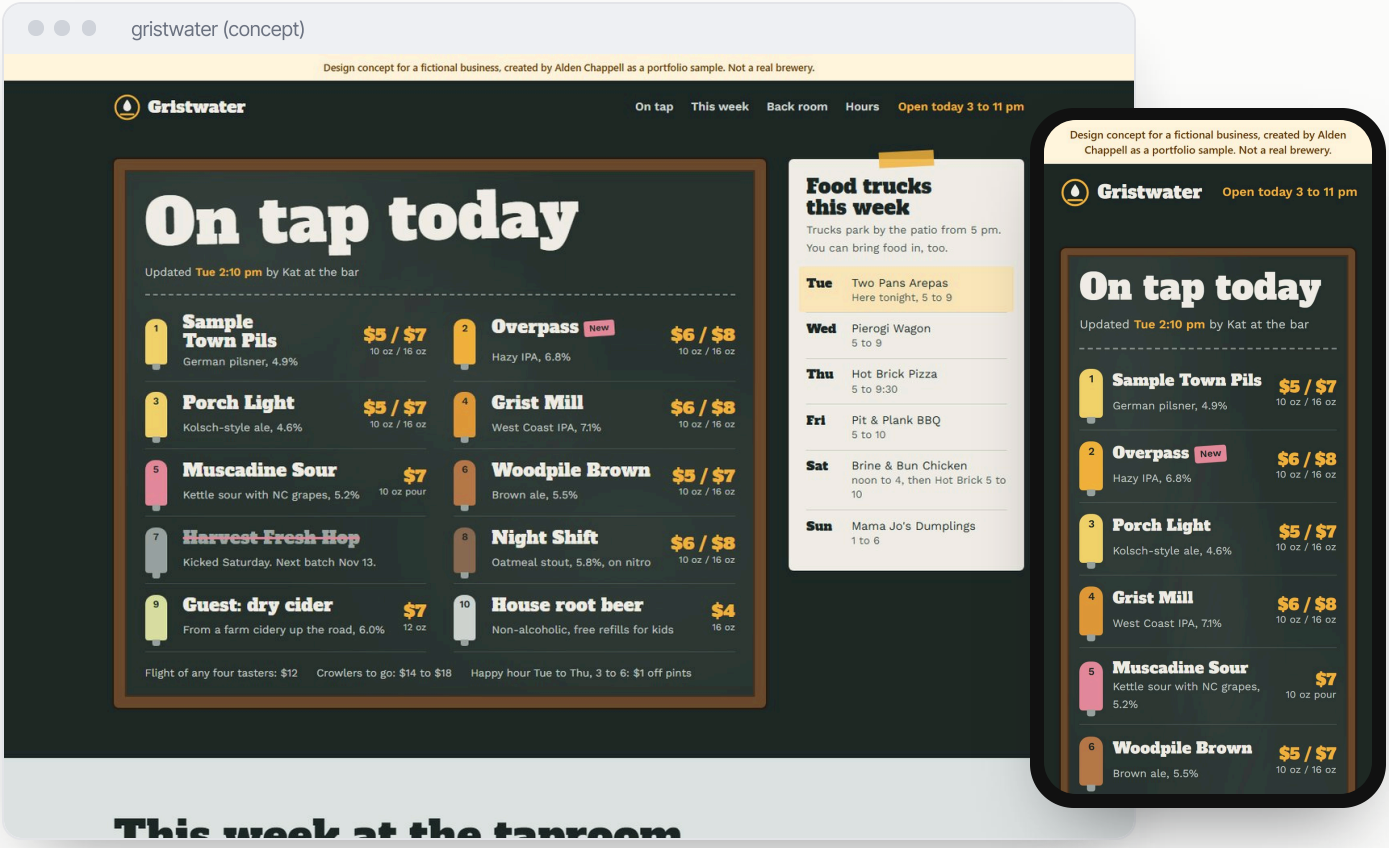
STYLE

Marigold, chile red and navy with heavy poster type, made to read fast on a phone.

DESIGN CONCEPT · FICTIONAL BUSINESS

Gristwater Brewing Co.

A taproom site led by what people check before they come: what's pouring, which food truck is here and what's on this week.



HIGHLIGHT

A chalkboard tap list with handles, ABV and pour prices that staff can update in a minute.

EVENTS

This week's trivia, music and releases, with the food truck schedule beside the taps.

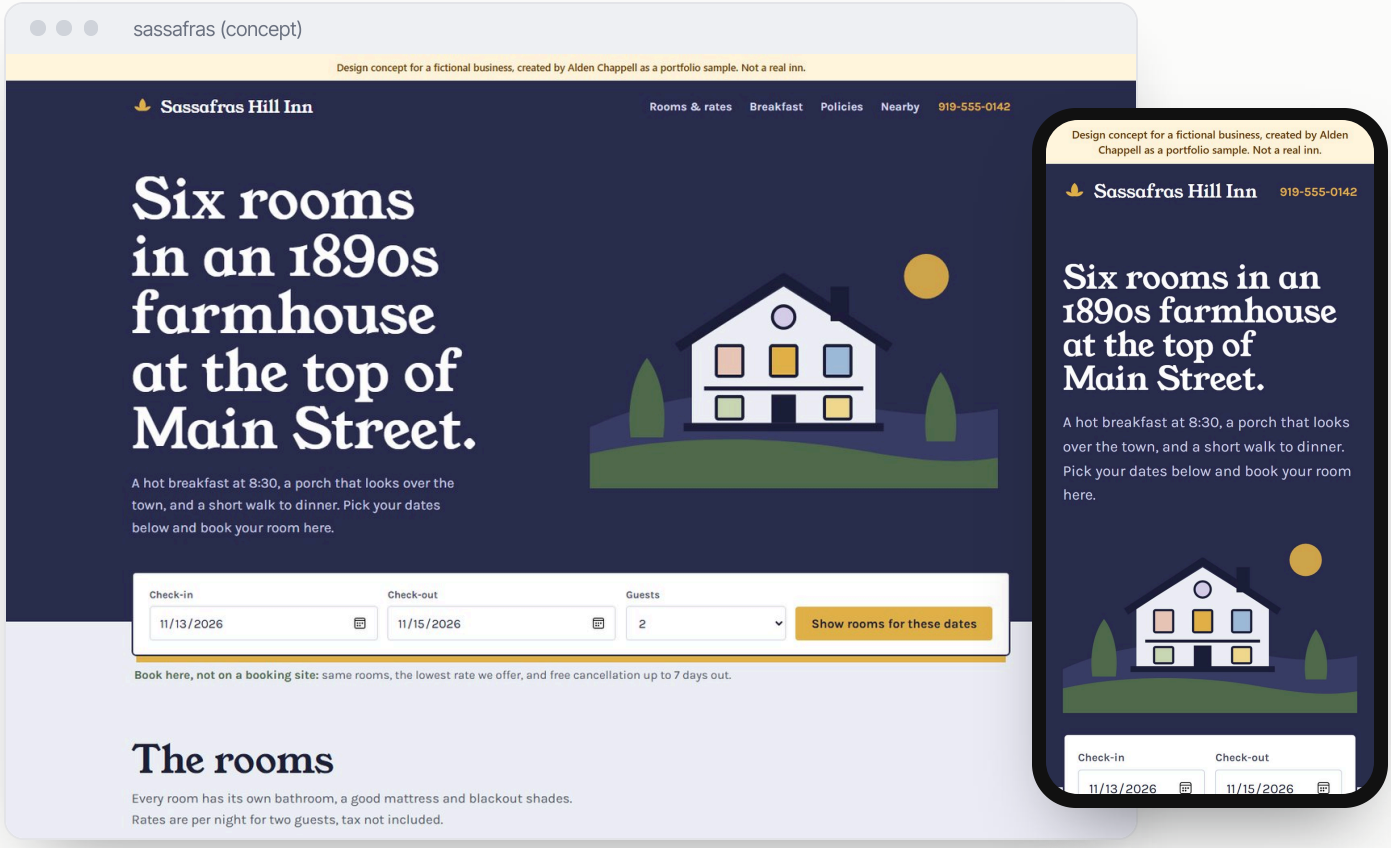
PRIVATE EVENTS

Back-room facts and minimums up front, with a short date request form.

DESIGN CONCEPT · FICTIONAL BUSINESS

Sassafras Hill Inn

A small-inn site that gets guests to book direct: every room with its nightly rate, a date bar up top, and breakfast, policies and nearby spots answered before they ask.



HIGHLIGHT

Pick dates once and every room shows its total, open or booked, with its own Book button.

BOOK DIRECT

Plain reasons to skip the booking sites: lowest rate, easier cancellation, a real person.

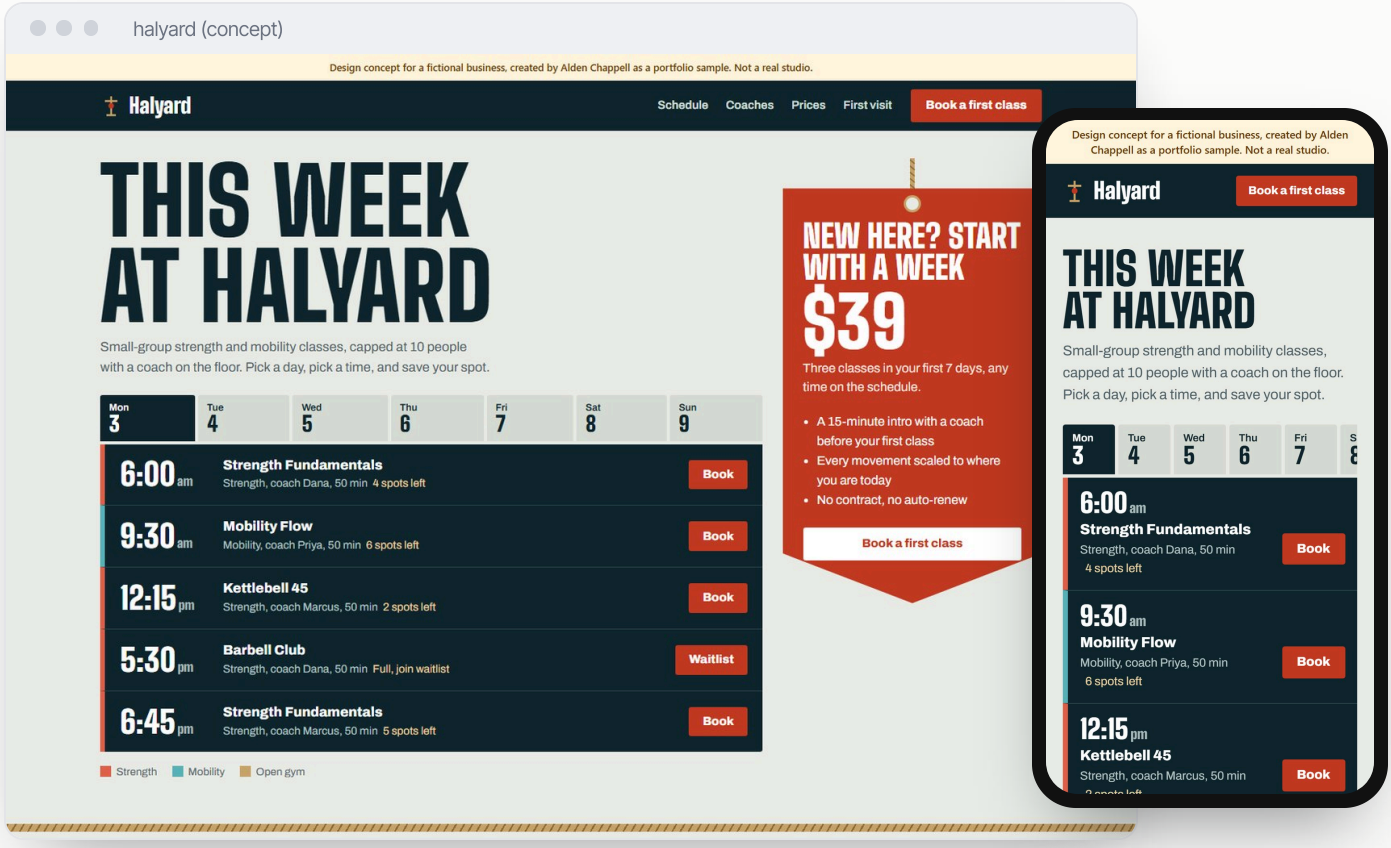
STYLE

Dusk indigo and sassafras gold, with each room's window colour echoed in the inn drawing.

DESIGN CONCEPT · FICTIONAL BUSINESS

Halyard Strength Studio

A small-studio site where this week's class schedule is the first thing you see, with a Book button on every class and the intro offer right beside it.



HIGHLIGHT

The weekly timetable is the hero: day tabs, open spots and a Book button on every class.

BOOKING

A $39 intro week pinned next to the schedule, plus plain monthly prices and a first-timer FAQ.

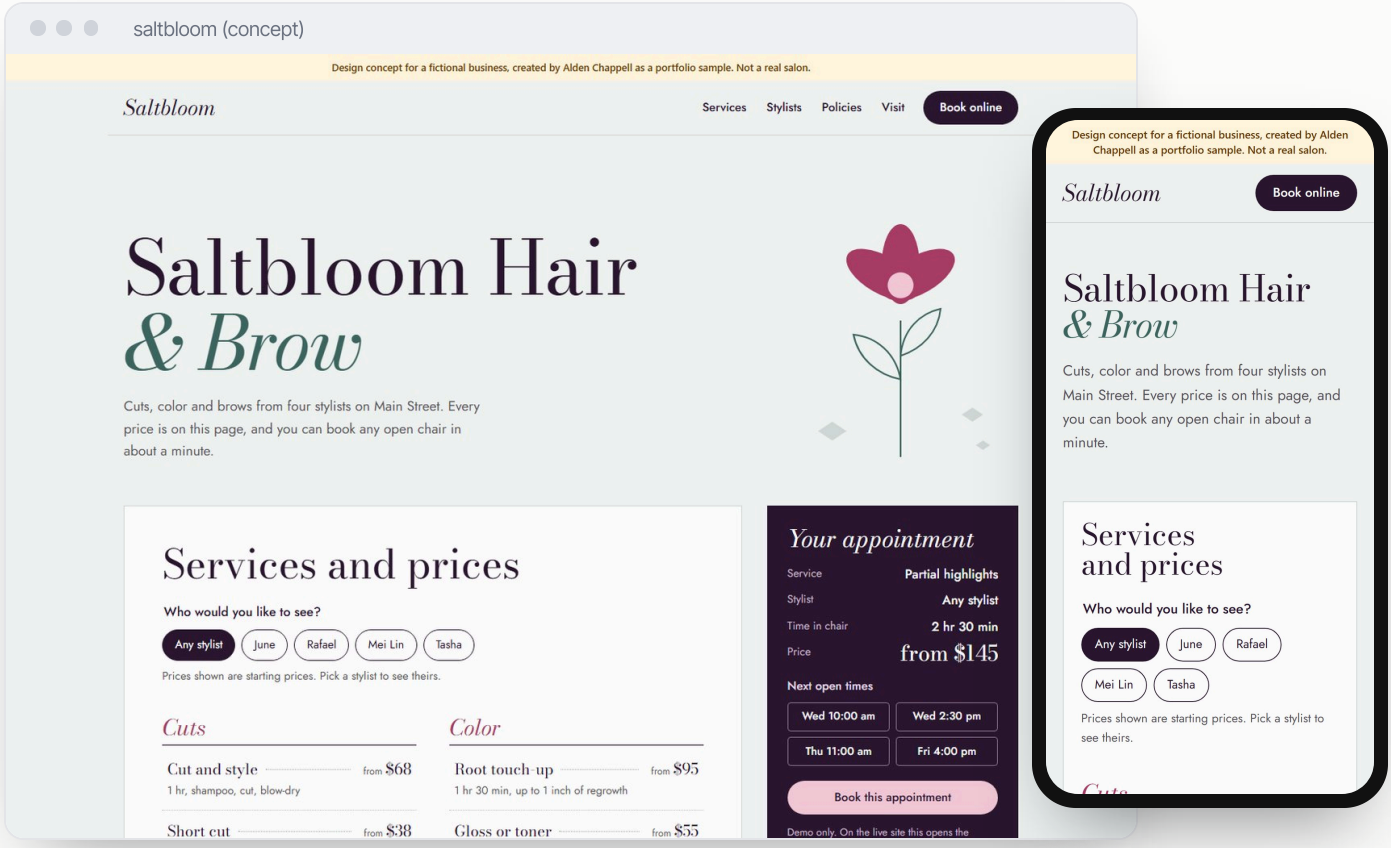
STYLE

Tall condensed type, deep marine and signal red, with rope details from the studio's name.

DESIGN CONCEPT · FICTIONAL BUSINESS

Saltbloom Hair & Brow

A salon site that puts every service, time and price on one typeset menu, so a new client can pick a stylist and book without calling.



HIGHLIGHT

A price list set like a printed menu, with time in the chair and a from-price for every service.

BOOKING

Pick a stylist to see their prices and next open times, then book from a summary panel.

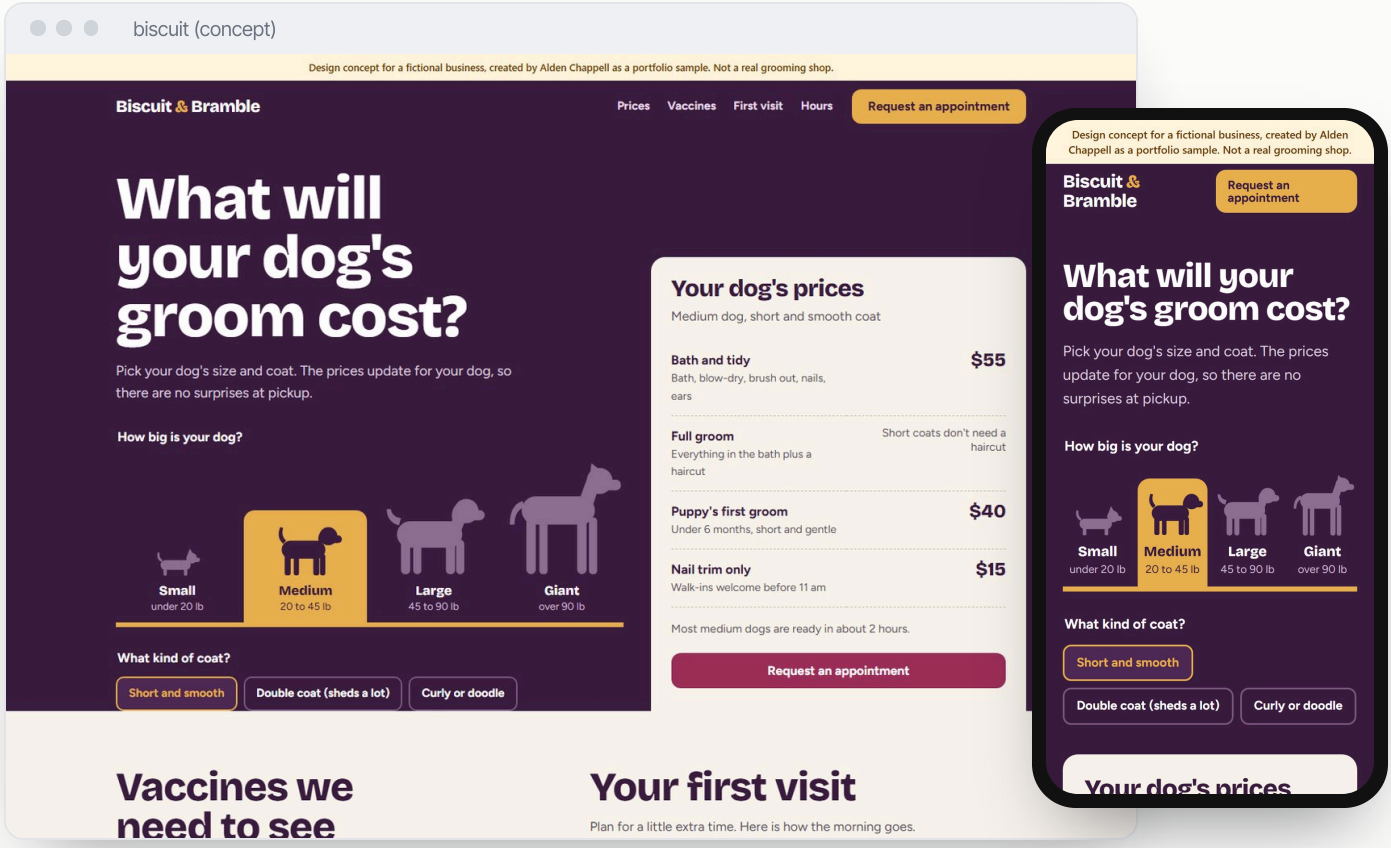
STYLE

High-contrast Bodoni over cool sea-salt and plum, with deposit rules written kindly.

DESIGN CONCEPT · FICTIONAL BUSINESS

Biscuit & Bramble Dog Grooming

A grooming shop site that answers the first phone question on the homepage: what will my dog cost? It also lists vaccine rules and takes appointment requests.



HIGHLIGHT

Tap your dog's size and coat, and the price list updates for that dog.

BOOKING

A short request form, a first-visit checklist and the vaccine list owners ask about.

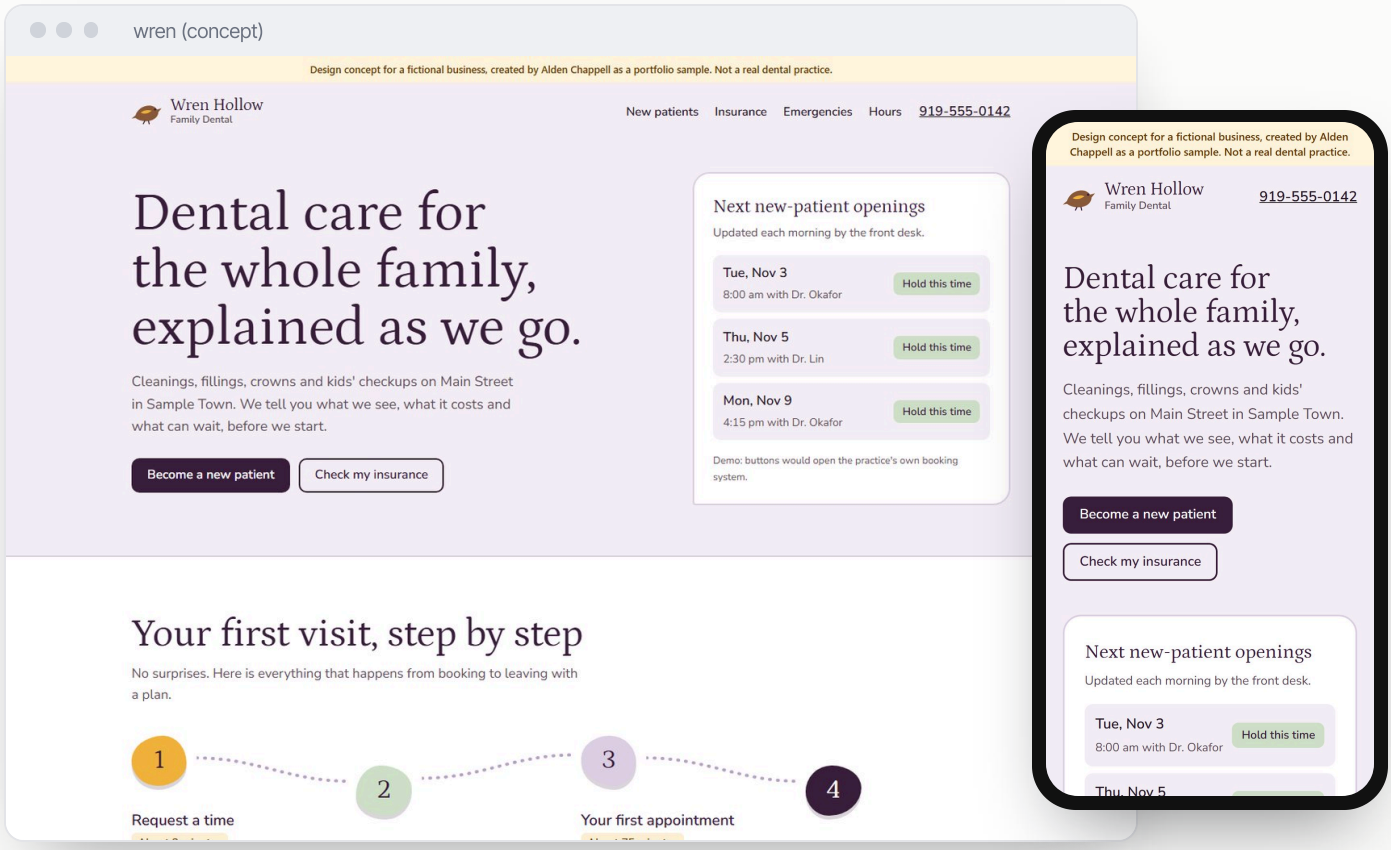
STYLE

Hand-drawn dog silhouettes, bramble purple and biscuit gold, with friendly grotesque type.

DESIGN CONCEPT · FICTIONAL BUSINESS

Wren Hollow Family Dental

A family dental site that answers the four things new patients ask first: am I covered, how soon, what happens, and what if it hurts.



HIGHLIGHT

A first visit laid out as four stepping stones, with a minute-by-minute bar for the appointment.

NEW PATIENTS

Insurance lookup that answers as you type, plus this week's open new-patient times.

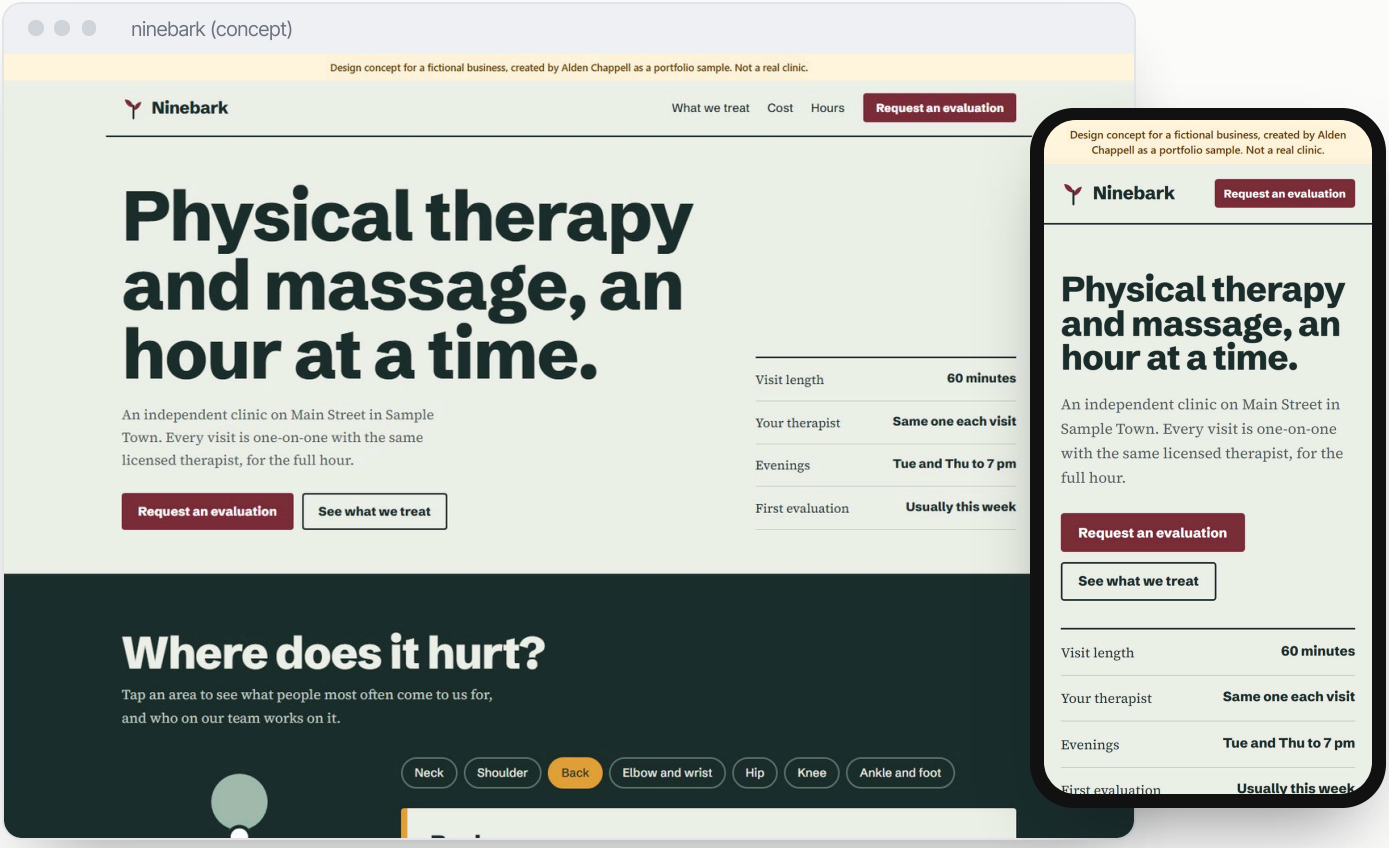
STYLE

Warm plum and marigold instead of clinical blue, with a friendly serif for headings.

DESIGN CONCEPT · FICTIONAL BUSINESS

Ninebark Physical Therapy

An independent PT and massage clinic site built to answer what you treat, whether I need a referral, and what it costs.



HIGHLIGHT

Tap a spot on the body diagram to see what the clinic works on there and who sees it.

BOOKING

Short evaluation request that asks only for contact details and keeps health info out.

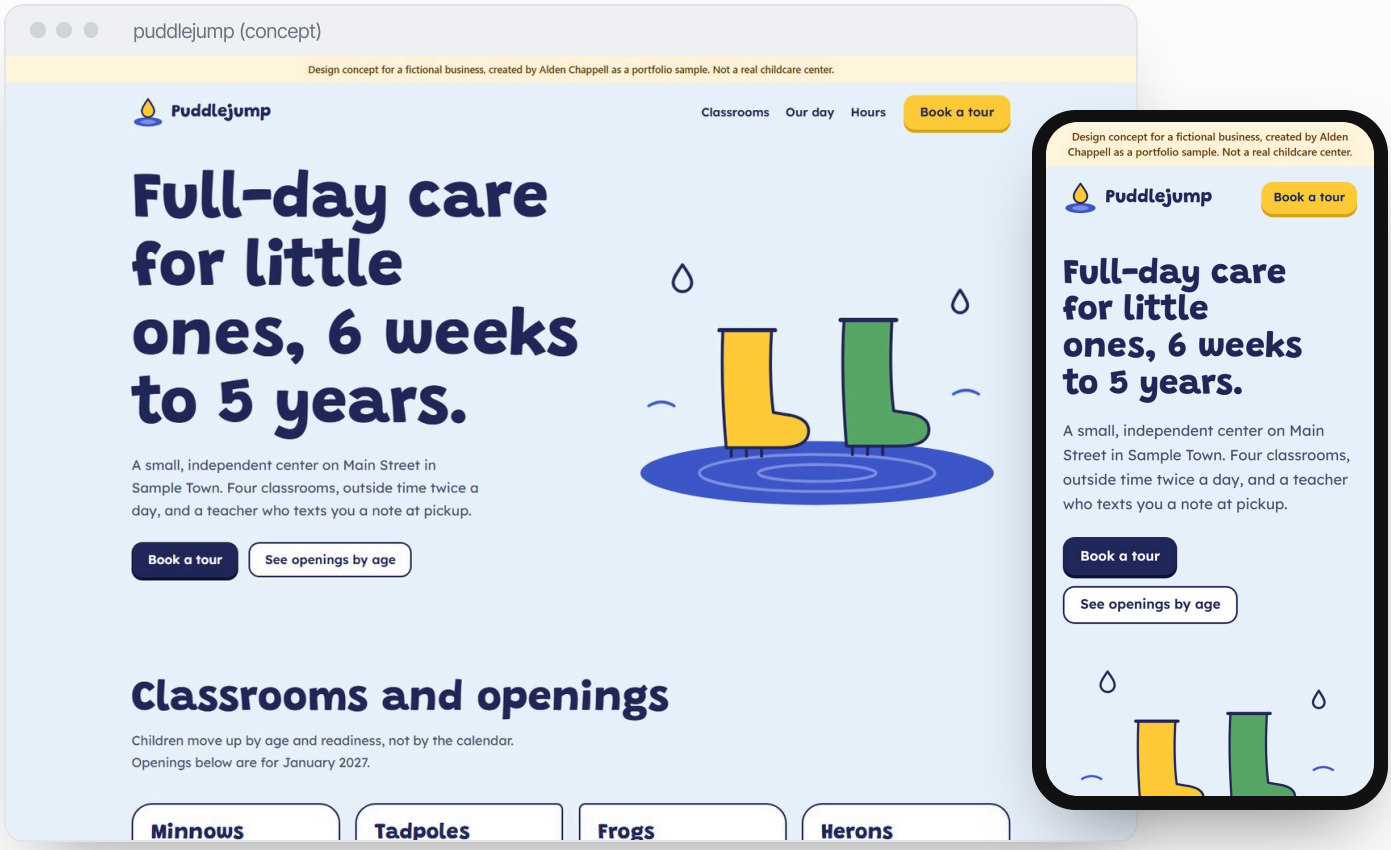
STYLE

Dark spruce and wine-red with a heavy grotesk, set against a calm serif for reading.

DESIGN CONCEPT · FICTIONAL BUSINESS

Puddlejump Early Learning

A childcare center site that shows parents openings by age, what a day looks like, and lets them book a tour without phone tag.



HIGHLIGHT

A day at the center from 7:00 drop-off to 6:00 pickup, drawn as a winding timeline.

TOURS

Tour request with set times and a waitlist option, asking only for parent basics.

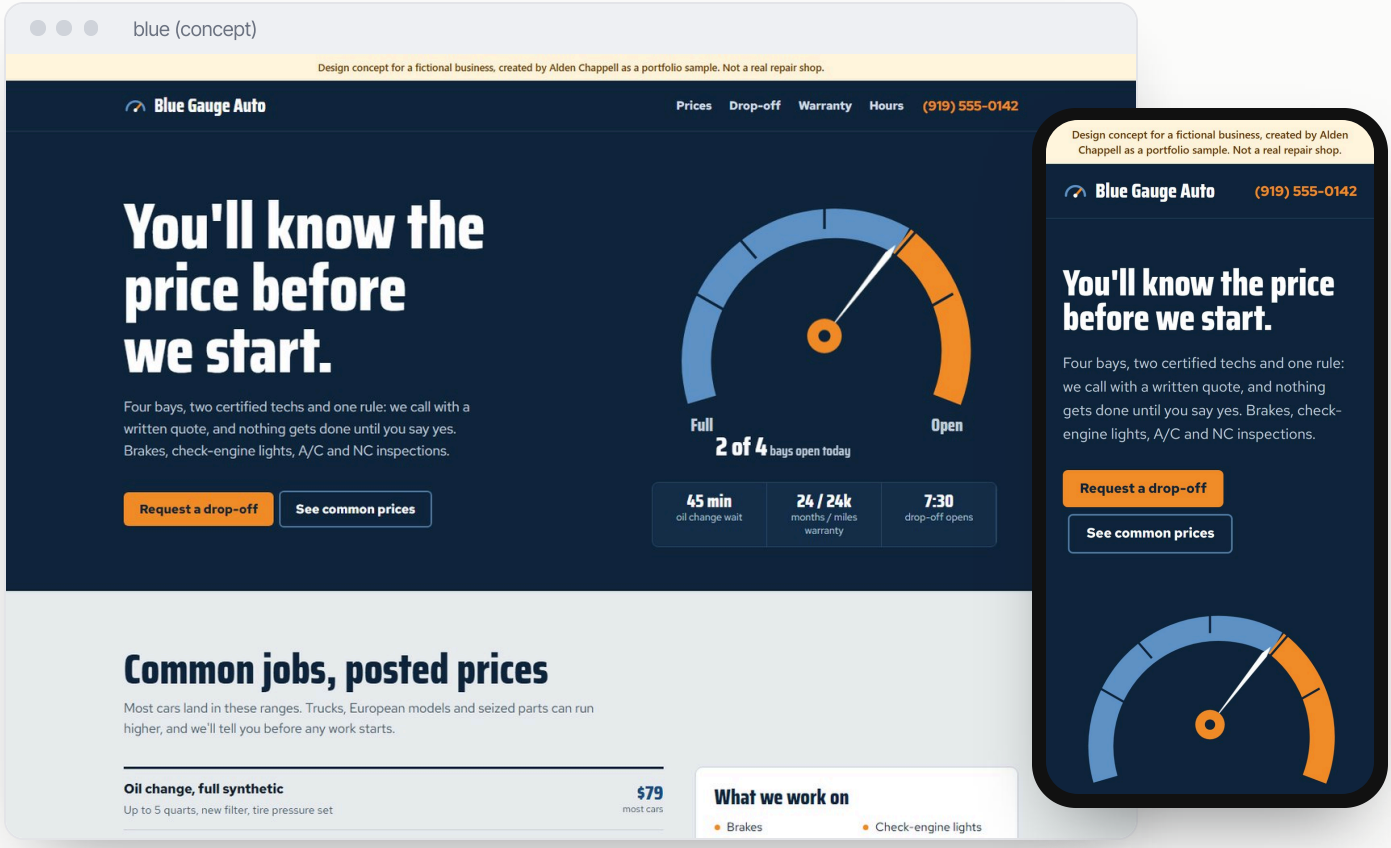
STYLE

Rain-boot yellow and puddle blue with hand-drawn icons. No photos of children needed.

DESIGN CONCEPT · FICTIONAL BUSINESS

Blue Gauge Auto Repair

A repair-shop site built to answer the two questions every driver has: what will it cost, and when can I drop it off.



HIGHLIGHT

A gauge-style hero showing open bays today, with wait time and warranty in an instrument cluster.

BOOKING

A drop-off request that looks like a shop work order: car, day, services and what it's doing.

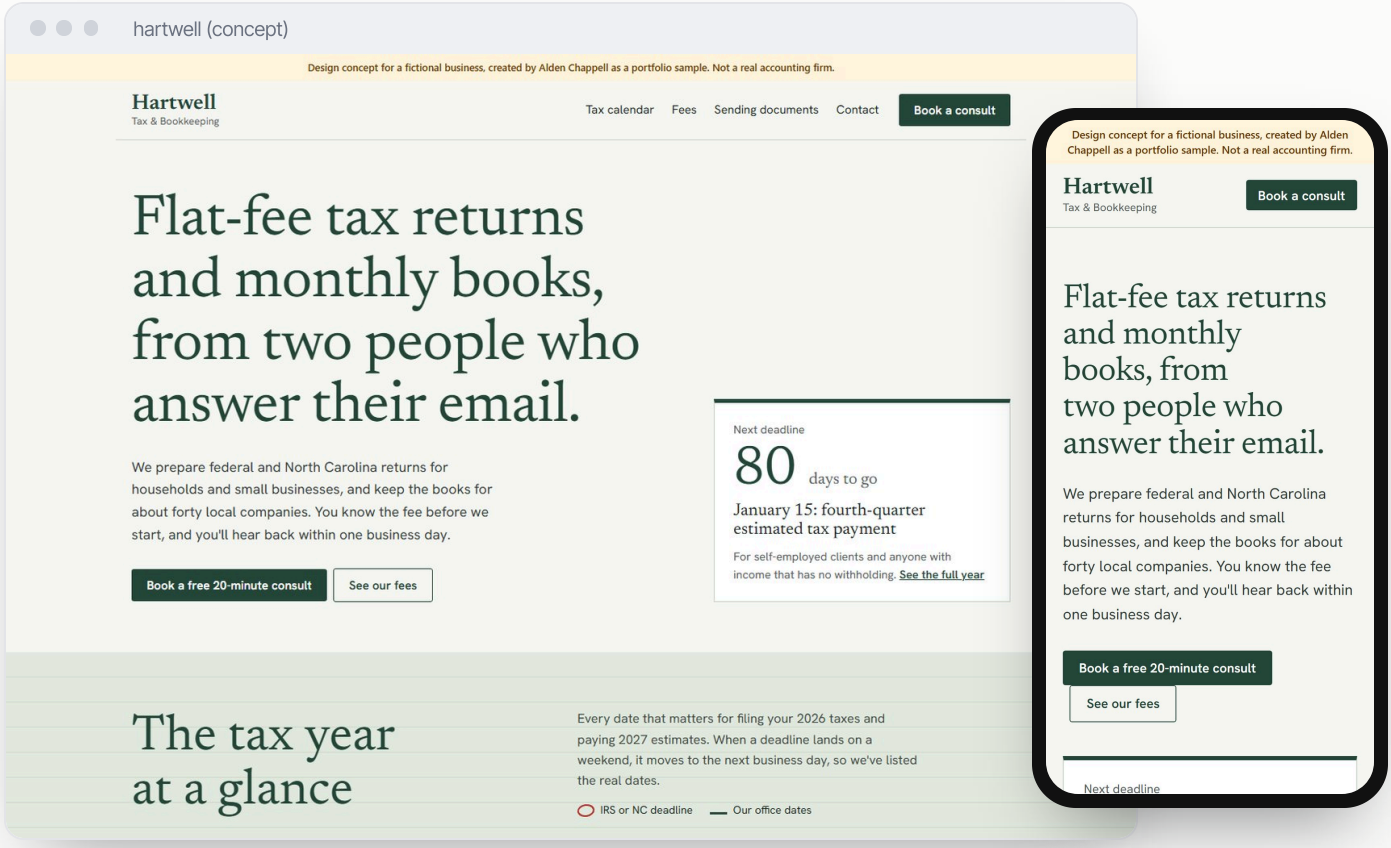
STYLE

Shop blue and signal orange with condensed gauge-face type, no black-and-red clichés.

DESIGN CONCEPT · FICTIONAL BUSINESS

Hartwell Tax & Bookkeeping

A small-firm site that earns trust before the first call: fixed fees, every tax deadline in one place and an easy consult request.



HIGHLIGHT

A tax-year calendar with every IRS and NC deadline circled in red pencil, plus a countdown.

BOOKING

Free consult request split by personal or business, and a plain guide to sending documents safely.

STYLE

Ledger green and editorial serif type that reads established without stock-photo blue.

Clear pricing, a monthly plan, and a quick start

1 · A short call

A 15-minute video call. We go over what customers need to find, do or order, and what you already have: logo, photos and any existing content.

2 · Pick a package

Choose from published packages, each with an upfront fee and a monthly fee. Larger or custom projects are quoted. Website packages start at $500 upfront plus a monthly plan. Full pricing at aldenchappelldesign.com/pricing/

3 · Design, then build

You see the design first and get two rounds of changes before anything goes live.

4 · Launch

Built for phones first and fast to load. I'll help you connect your domain, and monthly billing starts at launch.

Websites

Restaurants, studios, salons, clinics, shops, trades and offices. Menu, hours, directions, booking or quote requests, and the details customers look for first.

Optional add-ons

Care Plan, Monthly SEO and AI Search Optimized can be added to any package, or bundled as Done For You Everything.

Your domain

You own your domain and keep full access to it at all times. Cancel anytime, with no penalty.

Let's talk about your project.

Book a 15-minute call or email alden@aldenchappelldesign.com. I'm based in Durham and work with businesses across the Triangle.

aldenchappelldesign.com