WEBSITE DESIGN & ONGOING CARE

Websites that bring your business to life.

For your business.
Web strategy, design & ongoing care.

We build your finished website for free.
See it before you decide to sign.

Initial production **0** JPY

No extra initial production fees.

HIKARI BUILD

ARCHITECTURE & LIVING



English design sample

01 / WHY KOHO

Clarity before you build. Care after you launch.

One service brings design, cost and ongoing care together.

01

Uncertain costs?

Start with less uncertainty.

Initial production costs JPY 0, with no extra production fees. The monthly rate agreed at signing stays fixed for life.

02

Hard to picture the result?

See it before you decide.

We create the complete website for free. Review how it looks, feels and works before deciding whether to sign.

03

No time to keep it updated?

Keep moving forward.

One update each month and an overall review each year help your website keep pace with your business.

Start with what matters to you.

Design & expression	04	Pricing	09	The process	10
Ongoing care	08	Contract essentials	12	A free conversation	14

02 / SEE BEFORE YOU DECIDE

Decide with the finished website in front of you.

Explore the real design and experience on desktop and smartphone.

01

Completed. Free of charge.

No extra initial production fees.

→

02

Review the site and the terms.

Design, usability, monthly cost and ongoing support.

→

Choose to proceed

Launch and care begin on the agreed schedule.

Choose to pass

No production charge.
No cancellation fee.

CHECK 01

Your character

Does the website express what makes your business valuable?

CHECK 02

Your customers

Can visitors find the information they need and take the next step?

CHECK 03

Your confidence

Are you comfortable with the monthly fee and the support included?

Reviewing your finished site and publishing it are separate steps. Public launch and care begin after the agreement is formed.

03 / DESIGN SAMPLES

Bringing your business to life through design.

Six examples from our 19 industry design samples, each shaped around a different audience.

MINAMO DENTAL

Your smile.
Today and
tomorrow.



Dental care DESIGN SAMPLE

mori no oto

A little room
to pause.



Cafés DESIGN SAMPLE

SENKA WORKS

Building what
comes next.



Manufacturing DESIGN SAMPLE

AKARI TAX OFFICE

A clearer view of your business.



Tax accountants DESIGN SAMPLE

MIGIWA INN

The luxury of
doing nothing.



Hotels & inns DESIGN SAMPLE

VOICE OF THE TOWN

Listening.
Connecting.



Elected representatives DESIGN SAMPLE

04 / CLIENT WORKS

Real businesses. Live websites.

Selected websites designed and built by KOHO. Explore the live work through each link.

UNIVERSITY / RESEARCH

Ishiyama Laboratory

Research, people and a clear path to making an inquiry.

Website development, information architecture and inquiry pathways.

ishiyama-lab.jp

CAREER SUPPORT / COACHING

Idée libre

A brand with a distinct character and purpose.

Brand website development and expression of its services.

ideelibre.jp

BUILDING PAINTING

Unity

Dedication to the craft, made visible.

Website development, company profile, service approach and inquiry pathways.

unity-tokyo.jp

ASSOCIATION / PROFESSIONAL NETWORK

Zenwaka

A cross-party network, open to future members.

Membership pathways, FAQ organisation, SEO and structured data.

zenwaka.jp

The client websites are presented in their original languages and may be updated by their owners.

05 / TECHNOLOGY

Your vision. Built with skill.

Freedom of expression and a site that can evolve. Each has a place in the way we build.

Off-the-shelf templates

0

Original design

1 per business

Built from scratch. Made around your business.

Typography, spacing, motion, page structure and the experience on a phone. We shape the code around your goals and your visitors.

HTML / CSS / JavaScript

Expression, in every detail.

Design and interaction are individually coded, with attention to usability.

GitHub

Changes you can trace.

Version history and change reviews keep the work organised and understandable.

Cloudflare

A considered delivery layer.

The delivery platform supports the site alongside careful image and code optimisation.

GitHub: official documentation

Cloudflare: official documentation

06 / REACH THE RIGHT PEOPLE

Reach people through search, AI and language.

Help people understand what you offer, wherever their journey begins.

01 SEO & measurement

A foundation for discovery and improvement.

We prepare page metadata and suitable structured data. GA4 installation and initial configuration provide a starting point for measurement after launch.

02 AEO included

Useful answers, clearly structured.

We organise FAQs, company and service information, headings and links. Structured data is selected to match the content.

03 Language pages included

Speak to the people you want to reach.

For customers overseas and international residents in Japan. We discuss the languages and messages you need, then create the pages.

AEO helps AI-powered search understand information. Search rankings, inclusion in AI answers and citations are not guaranteed.

07 / KEEP YOUR SITE ALIVE

Here beyond launch.

Everyday updates and a wider review. A website that stays connected to your business.

30 DAYS

1 PER MONTH

1 PER YEAR

Free post-launch corrections

Adjustments identified within 30 days of launch, separate from your monthly update.

An update each month

Changes to text and photographs, as well as sections or pages added to the site.

An overall website review

Review the information and structure, then bring the website in line with your business.

Domain, hosting and SSL. Managed together.

We manage the publishing environment and check the display and user experience as part of ongoing care.

Additional updates from the second request in a month: from JPY 5,500 incl. tax per update, quoted before work starts.

08 / PRICING

Start at JPY 0. Keep your monthly rate for life.

CURRENT CAMPAIGN / PHASE 1

Monthly fee

12,800 JPY excl. tax

JPY 14,080 / month incl. tax

Your agreed monthly rate.
Fixed for life.

STANDARD MONTHLY RATE

19,800 JPY excl. tax

JPY 21,780 / month incl. tax

Initial production **JPY 0**

No extra initial production fees.

TOTAL BASIC FEES OVER 12 MONTHS

Phase 1	**JPY 168,960 incl. tax**
Standard rate	JPY 261,360 incl. tax

Five phases. A total of 100 clients. Monthly rates range from JPY 12,800 to JPY 16,800 excluding tax. We explain the applicable phase, rate and conditions during your consultation. Once agreed, your basic monthly rate stays fixed for life; it does not rise with later phases.

Tax-inclusive amounts use 10% consumption tax. Additional requests after launch are charged separately, including extra monthly updates from JPY 5,500 incl. tax. See page 12 for billing, contract and cancellation conditions.

09 / PROCESS

From our first conversation to ongoing care.

We agree on the direction together. You see the finished website before you decide.

01 Discuss your business

Tell us about your business, your audience and the challenges on your mind.

02 Plan the website

Review pages and materials. Agree on the approach and production schedule.

03 Build the finished site

A complete website to review on desktop and smartphone, with no initial production fees.

04 Review and decide

Review the website, monthly fee and service terms. Decide whether to sign.

05 Launch and ongoing care

After the agreement is formed, launch and care begin. We continue to update and refine the site.

What helps us get started

Your business / What you want the site to achieve / Reference sites or your current URL

You do not need every photograph, paragraph or document ready. We will work through what is needed together.

10 / SWITCH TO KOHO

Bring what matters from your existing website.

Moving to KOHO is welcome. We start by understanding what you want to keep.

01

Domain & email

We check the current contracts and setup before confirming what can be retained and how.

Provider / permissions / configuration

02

Pages, copy & photos

Identify what to preserve and what to revisit, then shape how the new site tells your story.

Existing content / needed updates

03

Search traffic

Review existing URLs and search information, then plan the migration steps the site needs.

Current URLs / migration plan

See the completed new website. Then decide whether to move.

What can be retained depends on your current contracts, permissions and environment. Share your URL, what you want to change and what you want to keep.

11 / BEFORE YOU SIGN

The essentials before you sign.

The contract is signed separately through Square. Submitting the application does not create a contract or take payment.

When do fees begin?	From the month in which publication and operation services begin after the agreement is formed. No pre-contract production fees apply. Monthly fees are collected automatically by credit card through Square.
Term and cancellation	The minimum term is 12 months from the service start date, followed by automatic monthly renewal. Early cancellation is possible, with no penalty or cancellation fee.
When does it end?	Request cancellation through our official LINE account. The agreement ends on the last day of the following month; monthly fees remain payable until then. No returns or refunds apply after services begin.
Domain and site data	If you cancel before 12 months, ownership remains with KOHO. If requested on cancellation after 12 months, ownership of the domain and website data is transferred free of charge.
Handover work	Practical handover work requested for another provider is separate: JPY 16,500 excl. / 18,150 incl. tax per hour, with a three-hour minimum of JPY 49,500 excl. / 54,450 incl. tax.
Additional requests	There are no extra initial production fees. Extra monthly updates, optional photography and third-party licences after launch require a prior quotation and agreement. The basic monthly fee stays unchanged.

This is a summary. Please read the latest Terms of Service and Commercial Disclosure before applying.

12 / ABOUT KOHO

Your communications partner. By your side.

Based in Sumida, Tokyo. Available for online consultations throughout Japan.



Representative Member

Takanori Chonan

KOHO LLC

Helping good businesses find their voice.

Good products and services deserve to reach the people who need them. KOHO was founded to help business owners who want dedicated communications support but cannot yet hire for it.

For businesses with 50 employees or fewer, and freelancers.

We do not accept projects from businesses with 51 or more employees.

LIMITED TO

500

CLIENTS

Experience: corporate marketing at NTT DOCOMO; expert committee member at IPA (2021-2022); master's degree, Hosei University Graduate School.

KOHO LLC
1-8-8 Kyojima, Sumida-ku, Tokyo 131-0046, Japan
Website planning, design, development, maintenance and operation.

13 / NEXT STEP

Let's start with your business.

Your first website, or the next version of an existing one. A conversation carries no obligation.

ONLINE / 30 MIN

Think it through together.

A free 30-minute conversation with our founder. Choose a time that works for you.

View available times

Opens the TimeRex booking page.

MESSAGE / LINE

Start with a message.

Ask us your questions on LINE. You can share website links and photographs, too.

Message us on LINE

Official account: @814opgho

Three things to begin with.

What you do. Who you want to reach. What you want your website to change.

contact@koho.tokyo

KOHO LLC / SUMIDA, TOKYO / ONLINE THROUGHOUT JAPAN