

RATE CARD FOR 2020

WEB DEVELOPMENT: THEME-BASED AND CUSTOM DESIGNED

	THEME **	CUSTOM *
Ad hoc development (per hour)	R 450	R450
Adding products to WooCommerce (per product)	R 75	R 75
General website updates and maintenance (per hour)	R 450	R 450
Landing Page WordPress website	R 1,800	R 2,250
Mobile application maintenance	Project based	Project based
Multipage WordPress website (per webpage)	R 1,800	R 2,250
One pager WordPress website (per webpage section)	R 900	R 1,500
Web and mobile app (iOS and android)	Project based	Project based
WooCommerce bolt-on ***	R 3,690	R 6,150
WordPress Migration	R 1,800	R 1,800

WEBSITE DESIGN OR WEB DEVELOPMENT

Design wireframe and webpage layouts (per webpage) *	R 1,800
Develop WordPress pages from provided layout (per webpage) ****	R 1,800

WEBSITE ADD-ONS

Email opt-in website integration	R 2,700
Portrait, lifestyle and product photography (per hour, approx. 40 images)	R 4,950
VPS website hosting and domain registration (per annum)	R 1,800
Website copywriting (per hour)	R 660
Video and audio production	Project based

SEARCH ENGINE OPTIMISATION

On-page SEO strategy (per webpage)	R 675
Off-page SEO strategy (per webpage)	R 675
Technical SEO setup and integration (per webpage)	R 675
SEO monthly optimisation and management (min. 4 hours per month)	From R 1,800

DIGITAL MARKETING (HH)

Posting to social media (min 8 posts per month)	From R 1,950
Social media advertising (budget plus ad management fee)	40%
Google advertising (budget plus ad management fee)	40%
Social media training (per hour)	R 975
Audience management (per hour)	R 650
Audience engagement (per hour)	R 845
Community building (per hour)	R 845
Ad management fee (per hour)	R 450
Social media strategy (per platform, incl. 30-day content calendar)	R 4,500

BRAND DESIGN (KC)

Logo (incl. 2 variations)	R 3,000
HTML e-mail signature	R 1,200
Corporate ID Manual	R 6,000
Starter Kit (incl. logo, busines card, CI manual, letterhead, email signature)	R 12,000
Zoom meeting branded background	R 600