

christina oosthuizen
MY RATE CARD

Freelance Web Designer + Developer

Effective: 1 January 2021

WEB DESIGN + DEV

ONE-PAGER MULTI-PAGER

Includes: 2x Design concepts + wireframing + customised theme development + plugin setup + website development + stock photography + up to 4x client revisions

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|--------------------------------------------|---------|---------|
| • Web design (per section) | R 1,450 | |
| • Web development (per section) | R 1,450 | |
| • Web design + development (per section) | R 1,900 | |
| • Web design (per page) | | R 1,900 |
| • Web development (per page) | | R 1,900 |
| • Web design + development (per page) | | R 2,350 |
| • Duplicate webpage development (per page) | | R 950 |
| • App design + development | | POA |

E-COMM PACKAGES

Includes: Category Pages, Cart Page, Checkout Page + My Account Page

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|--------------------------------------|---------|
| • Basic: Up to 5 products | R 2,000 |
| • Standard: Up to 30 products | R 4,500 |
| • Advanced: Up to 60 products | R 7,500 |
| • Specialised: More than 60 products | POA |
| • Facebook Shop Integration | POA |

WEB MAINTENANCE

Includes: Image optimisation + Website caching + Fix dead links + Speed Test + Security Test + CMS and plugins updates + Uptime monitoring + Monthly website back-up + below content updates on the website

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|-----------------------------------------------------|---------|
| • Basic: 1 hour of content updates | R 1,450 |
| • Standard: 2 hours of content updates | R 1,900 |
| • Advanced: 3 hours of content updates | R 2,350 |
| • Specialised: More than 3 hours (per month) | POA |

ADD-ONS

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|--------------------------------------------|---------|
| • 12-month hosting + domain registration | R 1,800 |
| • Install + configure plugins (per plugin) | R 1,450 |
| • Website migration | POA |
| • Copywriting (approx. 800 words per page) | R 1,750 |
| • Ad hoc website updates (per hour) | R 475 |
| • Upload blog posts (per blog) | R 175 |

BRAND IDENTITY DESIGN PACKAGE

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| • Includes: 4x Logo design concepts + 2x Business cards design concepts + 2x Email signature design concepts + 2x Letterhead design concepts + Brand research + Brand font files + Brand colour breakdown + Guideline Document + Final logo files - PDF + JPG and/or PNG + 2x Client revisions | R 8,950 |
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VIRTUAL WEB TRAINING

Includes: Personalised virtual training session on Zoom with screenshare and a recording of the training session.

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| • Basic: 1 hour training session | R 750 |
| • Standard: 1.5 hours training session | R 1,150 |
| • Advanced: 2 hours training session | R 1,500 |
| • Specialised: More than 3 hours | POA |

CHATBOT DEV

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| • WhatsApp Chatbot | R 1,450 |
| • Facebook Chatbot | R 1,450 |
| • Custom Live Chatbot | POA |

SEO SNAGGING + STRATEGY

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|--------------------------------------------------------------------|-------|
| • SEO Snagging (based on required hours, as per SEO Website Audit) | POA |
| • SEO Website Audit (once-off) | R 750 |
| • On-Page SEO Strategy (per page) | R 750 |

SEO MAINTENANCE

Includes: SEO Website Audit + SEO snagging based on failures identified by the report. Type of package is determined by the current SEO score of the website. + Monthly reporting

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| • Basic: Up to 4 hours per month | R 2,350 |
| • Standard: Up to 8 hours per month | R 4,700 |
| • Advanced: Up to 12 hours per month | R 7,050 |
| • Specialised: More than 12 hours per month | POA |

GOOGLE ADS

Includes: Once-off setup fee + Campaign management + Conversion tracking + Keyword analysis + Target market setup + Progress report

Excludes: Actual ad spend budget (payable directly to Google)

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|------------------------------------------------------------|---------|
| • Basic: 1 campaign + 1 ad group + dynamic ads | R 2,000 |
| • Standard: 2 campaigns + 2 ad groups + dynamic ads | R 4,000 |
| • Advanced: 3 campaigns + 6 ad groups + dynamic ads | R 9,000 |
| • Specialised: Tailored SEM strategy | POA |
| • Landing Page Design + Development | R 1,850 |

LOGO DESIGN

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|-------------------------------------------|---------|
| • Basic: 2 logo design concepts | R 3,300 |
| • Standard: 4 logo design concepts | R 4,700 |
| • Advanced: 6 logo design concepts | R 6,150 |