

## 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

• 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

• 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

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

#### ADD-ONS

• 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

• <b>Includes:</b> 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.

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

#### CHATBOT DEV

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

#### SEO SNAGGING + STRATEGY

• 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

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

#### GOOGLE ADS

Includes: Once-off setup and integration of Google Ads, Google Analytics, Google Site Kit, Google My Business + Campaign management + Conversion tracking + Keyword research + Progress reports

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

• Once-Off Ad Account Setup Fee	R 2,500
• Ad Campaign Setup Fee (per campaign)	R 500
• Campaign Management Fee (per month)	R 1,500
• Landing Page Design + Development	R 1,900

#### LOGO DESIGN

• <b>Basic:</b> 2 logo design concepts	R 3,300
• <b>Standard:</b> 4 logo design concepts	R 4,700
• <b>Advanced:</b> 6 logo design concepts	R 6,150