

christina oosthuizen
MY RATE CARD

Freelance Web Designer + Developer

Effective: 1 January 2021

WEB DESIGN + DEVELOPMENT
(ONE-PAGE WEBSITE)

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
- **Optional extra:** Policy Pages (per page) + GDPR plugin R 1,250

WEB DESIGN + DEVELOPMENT
(MULTI-PAGE WEBSITE)

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

- 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
- **Optional extra:** Policy Pages (per page) + GDPR plugin R 1,250

ECOMMERCE WEB DEVELOPMENT

Includes: Development of unlimited category pages, 1x Cart Page, 1x Checkout Page + 1x My Account page (optional) + WooCommerce setup + payment gateway setup + individual product setup (simple and/or variable products)

- Web development of all required shop pages (per page) R 1,500
- Add products to the online store (per product) R 350

WEB MAINTENANCE PLANS

Includes: Content Updates + Monthly Reports + Monthly Speed Up Your Website + Tech Support + Weekly Website Security Monitor + Weekly Theme Updates + Weekly WordPress Version Update + Weekly Plugin Updates

- **Basic:** 1 hour of content updates R 2,500
- **Standard:** 2 hours of content updates R 3,500
- **Advanced:** 3 hours of content updates R 4,500
- **Specialised:** More than 3 hours (per month) POA

VIRTUAL WEB TRAINING

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

- **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

OPTIONAL EXTRAS

- 12-month hosting + domain registration R 1,800
- Install + configure plugins (per plugin) R 1,750
- Website migration POA
- Copywriting (approx. 800 words per page) R 1,750
- Ad hoc website updates (per hour) R 470
- Upload blog posts (per blog) R 350
- Upload projects (per project) R 350

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 PLANS

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

- **Basic:** Up to 4 hours per month R 2,350
- **Standard:** Up to 8 hours per month R 3,800
- **Advanced:** Up to 12 hours per month R 5,650
- **Specialised:** More than 12 hours per month POA

GOOGLE ADS

View the detailed Google Ads Rate Card by clicking [here](#).

LOGO DESIGN

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

BRAND IDENTITY DESIGN PACKAGE

- **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