



DIGITAL RATE CARD 2020

WEBSITE DESIGN

1

STARTER

R 2 999 once off

TEMPLATE BASED DESIGN

3 Page template based website.
Cannot manage website yourself.
1 Round of change included in design process.

2

BRONZE

R 5 999 once off

TEMPLATE BASED DESIGN

5 Page template based website.
Cannot manage website yourself.
2 Rounds of change included in design process.

3

SILVER

R 11 500 once off

CUSTOM DESIGN

5 Page custom design.
Cannot manage website yourself.
2 Rounds of change included in design process.

4

GOLD

R 14 250 once off

CUSTOM DESIGN

5 Page custom design.
Full CMS (Content Management System).
Training provided so you can make changes.
2 Rounds of change included in design process.

* Web Tools WordPress Website R500 (tools + reporting + monthly backups)

Client supplies:

- High quality images
- Information required for sitemap (About Us - Services - FAQ's)
- After the above content is received, a 2-4 week development time is requirement.

Payment terms:

- 50% Upfront, balance before "Go Live"
- After approval, further changes are charged at R700 p/hr

Please Note:

- Clients with no URL - domain registration (annual) and domain hosting (monthly)



E-COMMERCE ADD-ON

R 8 999

Terms and conditions apply • E&OE • VAT Exclusive

GOOGLE ADS MANAGEMENT

1

BRONZE BEGINNER

R 2 999

management fee per month

Suggested Google Ads budget
(paid directly to Google) up to R 5 000
EXTRA once-off setup fee
Number of ad groups: 3
Includes landing page setup
Monthly reporting

2

SILVER MOST POPULAR

R 3 750

management fee per month

Suggested Google Ads budget
(paid directly to Google) up to R 10 000
EXTRA once-off setup fee
Number of ad groups: 5
Includes landing page setup
Monthly reporting

3

GOLD PERFORMER

R 4 500

management fee per month

Suggested Google Ads budget
(paid directly to Google) R 10 000 +
EXTRA once-off setup fee
Number of ad groups: 10
Includes landing page setup
Monthly reporting

* 30 Day notice required

Please note:

- Minimum of 3 month-campaign
- Setup fee and Google Ads spend payable upfront (Ad spend payable to Google directly)

*Minimum of R3000 spend advised



GOOGLE ADS ONCE-OFF SETUP

*R 3 750

* Setup of landing pages

Terms and conditions apply • E&OE • VAT Exclusive

SEARCH ENGINE OPTIMISATION (SEO)

1

BRONZE BEGINNER

R 2 999

management fee per month

SEO initial setup
Google Analytics
Sitemap submissions
Content generation
Keyword research (5 Keywords)
On-page optimization (5 Pages)
Monthly reporting

2

SILVER MOST POPULAR

R 4 500

management fee per month

SEO initial setup
Google Analytics
Sitemap submissions
Content generation
Keyword research (10 Keywords)
On-page optimization (10 Pages)
Off-page optimization
Monthly reporting

3

GOLD PERFORMER

R 5 999

management fee per month

SEO initial setup
Google Analytics
Sitemap submissions
Content generation
Keyword research (15 Keywords)
On-page optimization (15 Pages)
Off-page optimization
Monthly reporting

4

PLATINUM MAXIMUM RESULTS

R 7 500

management fee per month

SEO initial setup
Google Analytics
Sitemap submissions
Content generation
Keyword research (20 Keywords)
On-page optimization (20 Pages)
Off-page optimization
Monthly reporting

* On Page SEO - Off Page SEO

Please note:

- Minimum of 6 month-campaign
- Management fee payable upfront, (ad spend payable to Google directly)

Terms and conditions apply • E&OE • VAT Exclusive

SOCIAL MEDIA ADVERTISING



FACEBOOK

R 2 999

management fee per month

- 4 Ads per month (1 per week)
- Includes advert design
- Driving traffic to website
- Includes monthly stats
- Excludes budget to platform

Minimum suggested boost budget of R 1 500



INSTAGRAM

R 2 999

management fee per month

- 4 Ads per month (1 per week)
- Includes advert design
- Driving traffic to website
- Includes monthly stats
- Excludes budget to platform

Minimum suggested boost budget of R 1 500



LINKEDIN

R 2 999

management fee per month

- 4 Ads per month (1 per week)
- Includes advert design
- Driving traffic to website
- Includes monthly stats
- Excludes budget to platform

Minimum suggested boost budget of R 3 000

Please note:

- Minimum of 3 month-campaign

Terms and conditions apply • E&OE • VAT Exclusive