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For resources and server updates – please go to our client zone:  
<https://www.websitedesign.co.za/clientzone.html>

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## 01) Web Marketing – General:

Note sure which marketing avenue is best for your business? Then let us do a Marketing Assessment for you.

### ONLINE MARKETING SUMMARY ASSESSMENT - BASIC

- ✓ Summary Assessment of online business status and needs.
- ✓ For small businesses with static websites.
- ✓ Web Marketing specialist feedback and findings.
- ✓ <https://jeanpierremurraykline.co.za/>
- ✓ Up to 30 minutes research and feedback with consult. 7-day time-line.
- ✓ Once off.

**Product Cost: R875 + vat**

### ONLINE MARKETING SUMMARY ASSESSMENT –STANDARD

- ✓ Summary Assessment of online business status and needs.
- ✓ For medium businesses with Ecomm or Directory websites.
- ✓ Web Marketing specialist feedback and findings.
- ✓ <https://jeanpierremurraykline.co.za/>
- ✓ Up to 60 minutes research and feedback with consult. 14-day time-line.
- ✓ Once off.

**Product Cost: R1 750 + vat**

Your website doesn't automatically end up on Google's radar – this can sometimes take a few months. Would you like us to force submit your site?

### GOOGLE WEBSITE SUBMISSION

- ✓ Useful if you'd prefer not to go with SEO or Adwords at this stage.
- ✓ Google Business account log in details required.
- ✓ Increases chances of appearing on search engine in a shorter period.
- ✓ Developer: 7-day timeline & 30 development minutes.

**Product Cost: R330 + vat**

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## 02) SEO

SEO stands for Search Engine Optimization. This is the practice and implementation of certain principles, tasks and tools done on a website to influence search engines. SEO is a continuous practice. Think of it this way:

Your website is a car. The internet is the road network. The more petrol you put in your car, the further it goes. When you run out of fuel – your car remains where it stopped until you refuel, while traffic around you continues, and at some point a fly over is built meaning traffic is no longer passing where you stopped. SEO is a continuous task to make sure your website remains relevant.

### SEO 3 – BASIC *(Ideal for small websites with 1-4 pages)*

- ✓ Basic CMS site. Up to 4 page site. Max 2 primary search phrases. Includes 30 minute web consult. Duration: 3 months
- ✓ Research, Setup & Maintenance
- ✓ Monthly feedback and recommendation reports.
- ✓ It is recommended that your website is hosted by WebsiteDesign.co.za for any web marketing packages - we cannot be held responsible for delays or restrictions caused by external hosting service providers.

**Product Cost: R1 820 + vat** *(once off for 3 months)*

### SEO 6 - STANDARD

- ✓ Standard CMS or HTML site. Up to 15 page site. Max 4 primary search phrases. Includes 2 x 30 minute web consults (explanation on project brief & explanation on 2nd months feedback report). Duration: 6 months
- ✓ Research, Setup & Maintenance
- ✓ Monthly feedback and recommendation reports.
- ✓ It is recommended that your website is hosted by WebsiteDesign.co.za for any web marketing packages - we cannot be held responsible for delays or restrictions caused by external hosting service providers.

**Product Cost: R2 580 + vat** *(once off for 6 months)*

### **SEO 12 - STANDARD**

- ✓ Standard CMS or HTML site. Up to 15 page site. Max 6 primary search phrases. Includes 2 x 30 minute web consults (explanation on project brief & explanation on 2nd months feedback report) Duration: 12 months
- ✓ Research, Setup & Maintenance
- ✓ Monthly feedback and recommendation reports.
- ✓ It is recommended that your website is hosted by WebsiteDesign.co.za for any web marketing packages - we cannot be held responsible for delays or restrictions caused by external hosting service providers.

**Product Cost: R4 100 + vat** (once off for 12 months)

### **SEO 6 – ADVANCED** (Ecomm, Directory and other advanced sites)

- ✓ Ecomm or Directory website, or more than 15 pages. Max 6 primary search phrases. Includes 2 x 30 minute web consults (explanation on project brief & explanation on 2nd months feedback report) Duration: 6 months
- ✓ Research, Setup & Maintenance
- ✓ Monthly feedback and recommendation reports.
- ✓ It is recommended that your website is hosted by WebsiteDesign.co.za for any web marketing packages - we cannot be held responsible for delays or restrictions caused by external hosting service providers.

**Product Cost: R3 180 + vat** (once off for 6 months)

### **SEO 12 – ADVANCED** (Ecomm, Directory and other advanced sites)

- ✓ Ecomm or Directory website, or more than 15 pages. Max 6 primary search phrases. Includes 2 x 30 minute web consults (explanation on project brief & explanation on 2nd months feedback report) Duration: 12 months
- ✓ Research, Setup & Maintenance
- ✓ Monthly feedback and recommendation reports.
- ✓ It is recommended that your website is hosted by WebsiteDesign.co.za for any web marketing packages - we cannot be held responsible for delays or restrictions caused by external hosting service providers.

**Product Cost: R4 500 + vat** (once off for 12 months)

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## **03) Adwords (PPC)**

PPC / Adwords is online advertising on a platform such as Google. Advertisers pay to display brief advertisements, product listings and service offerings. Research needs to be done through a research campaign to determine a monthly estimated marketing budget.

### **ADWORDS - SETUP & RESEARCH - MICRO**

- ✓ Small company and website, 1 city and up to 3 products / services. Max 3 adverts.
- ✓ Campaign setup, research & feedback including Adspend needs.
- ✓ Account can then be transferred over to client, or client can take a management contract.
- ✓ 7-day timeline. Includes 30 minute consult.

**Product Cost: R1 680 + vat**

### **ADWORDS - SETUP & RESEARCH - STANDARD**

- ✓ Small company and website, 3 cities and up to 6 products / services. Max 6 adverts.
- ✓ Campaign setup, research & feedback including Adspend needs.
- ✓ Account can then be transferred over to client, or client can take a management contract.
- ✓ 14-day timeline. Includes 30 minute consult.

**Product Cost: R2 940 + vat**

### **ADWORDS - SETUP & RESEARCH - MEDIUM**

- ✓ Medium Size Company and website, up to 5 cities and up to 10 products / services. Max 10 adverts.
- ✓ Campaign setup, research & feedback including Adspend needs.
- ✓ Account can then be transferred over to client, or client can take a management contract.
- ✓ 14-day timeline. Includes 30 minute consult.

**Product Cost: R4 480 + vat**

Once we have completed your test campaign and done a debriefing with you (budgets, average spend, competitors, best days of the week to run your Ads, best times of the day to run your Ads – etc), you can choose a Management package, or we can transfer the account to you to maintain.

### **ADWORDS - MANAGEMENT - MICRO**

- ✓ Small company and website, 1 city and up to 3 products / services. Max 3 adverts. One session per week. Monthly update is provided to client.
- ✓ Once adspend budget has been decided on and is campaign set up our team can take care of the adverts and bids.
- ✓ Excludes Google Ad-spend. Google bills direct.
- ✓ 4-week timeline. Includes 10 minute web consult per month if needed.

**Product Cost: R1 080 + vat**

#### **ADWORDS - MANAGEMENT - STANDARD**

- ✓ Small company and website, 3 cities and up to 6 products / services. Max 6 adverts. One session per week. Monthly update is provided to client.
- ✓ Once adspend budget has been decided on and is campaign set up our team can take care of the adverts and bids.
- ✓ Excludes Google Ad-spend. Google bills direct.
- ✓ 4-week timeline. Includes 10 minute web consult per month if needed.

**Product Cost: R1 720 + vat**

#### **ADWORDS - MANAGEMENT - MEDIUM**

- ✓ Medium sized company and website, 5 cities and up to 10 products / services. Max 10 adverts. One session per week. Monthly update is provided to client.
- ✓ Once adspend budget has been decided on and is campaign set up our team can take care of the adverts and bids.
- ✓ Excludes Google Ad-spend. Google bills direct.
- ✓ 4-week timeline. Includes 10 minute web consult per month if needed.

**Product Cost: R3 280 + vat**

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## **04) QR CODES**

A QR (quick response) Code is a 2-dimensional barcode which contains information about the item to which it is attached. This can be a website URL, contact details, links to invoices etc.

This is an excellent way to generate traffic to your website, and we have a wide variety of options to offer at great prices.

All of our QR packages come with 6 months usage – and we'll contact you before the end of this period for your feedback and your renewal options.

While there are free QR generator resources – those are limited in design, functionality, scan limits and statistics. We only use premium platforms for development.

#### **CUSTOM QR BASE PACKAGE**

- ✓ Includes: 6 months use. 1 website QR + 5 contact book QR's. All can be customised with your logo (max 3 colours). 30 minute introductory, scope and demonstration consult + monthly stats report.
- ✓ This product is not built using a free resource - we use a 3rd party premium platform for development.
- ✓ Ideal for a small to medium business.
- ✓ 14-day development time-line & 3 development hours.

**Product Cost: R2 900 + vat** (once off for 6 months, with 2 months notice for renewals or cancellations)

#### **CUSTOM QR STANDARD PACKAGE**

- ✓ Includes: 6 months use. 1 website landing page QR + 1 website shop page QR + 10 contact book QR's. All can be customised with your logo (max 3 colours). 30 minute introductory, scope and demonstration consult + monthly stats report.
- ✓ This product is not built using a free resource - we use a 3rd party premium platform for development.
- ✓ Ideal for a small to medium business that has an online shop.
- ✓ 14-day development time-line & 4,5 development hours

**Product Cost: R3 500 + vat** (once off for 6 months, with 2 months notice for renewals or cancellations)

#### **CUSTOM QR EXTENDED PACKAGE**

- ✓ Includes: 6 months use. 1 website landing page QR + 1 website shop page QR + 10 contact book QR's + 10 WhatsApp link QR's. All can be customised with your logo (max 3 colours). 30 minute introductory, scope and demonstration consult + monthly stats report.
- ✓ This product is not built using a free resource - we use a 3rd party premium platform for development.
- ✓ Ideal for a small, medium, or large business that has an online shop and multiple staff that deal with clients or manage client accounts.
- ✓ 21-day development time-line & 6 development hours.

**Product Cost: R4 250 + vat** (once off for 6 months, with 2 months notice for renewals or cancellations)

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## **05) Website Security & Recovery**

When your business takes up physical space, it has walls, doors, locks and gates. But you also usually have a security or alarm system that lets you know when someone has broken in or tried to break in. Why wouldn't you have that same extra level of security when it comes to your online business?

These limit and reduce the chances of a hack. We have found that since the start of the pandemic with more and more businesses going online, there has been an international increase in hacks. No product or service can guarantee a website from never being hacked, only reduce the chances.

### **CLOUDBRIC WEB SECURITY**

- ✓ 3rd party / advance / web security product.
- ✓ Protection against website attacks & vulnerabilities.
- ✓ Includes Web Application Firewall for filtering, monitoring & blocking website attacks as well as Distributed Denial of Service Protection for ensuring the website remains accessible during an attack.
- ✓ Updated once daily, through the dashboard you can view attack statistics, download monthly web security reports, whitelist or blacklist IP addresses, bypass the filter, set SSL modes, and block specific countries from accessing your website (useful if many attacks originate from a particular location).
- ✓ This service is only available to domains and websites hosted with us.

**Total Cost: R2 400 + vat** (12 months use - paid in advance)

### **WORDFENCE**

- ✓ 3rd party, advanced security plugin for Wordpress.
- ✓ Includes a site scan for malware, a website firewall, watching live traffic to the website in real time, country blocking and two-factor authentication.
- ✓ Price is subject to change depending on ZAR / USD exchange rate at time of quotation.

**Total Cost: R2 850 + vat** (12 months use - paid in advance)

### **ITEMES SECURITY PRO**

- ✓ Popular security plugin which comes with brute force protection.
- ✓ File change detection, bad user lockout, and online file comparisons.
- ✓ Google re-captcha, two-factor authentication, user action logging, database backups and current file permission display.
- ✓ Price is subject to change depending on ZAR / USD exchange rate at time of quotation.

**Total Cost: R1 910 + vat** (12 months use - paid in advance)

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## **06) Website Backup Services**

Best practice always recommends a backup of your files and data. We can do this for you.

### **BACKUP SERVICE - ONCE OFF (5G)**

- ✓ Up to 5 gig data backup.
- ✓ Includes: Emails and website files downloaded from server and emailed to client.
- ✓ Reduces disk space on their domain.

**Product Cost: R320 + vat**

### **BACKUP SERVICE – 1 YEAR (5G)**

- ✓ Up to 5 gig data backup.
- ✓ Includes: Emails and website files downloaded from server and emailed to client.
- ✓ Backup done once per month for 12 months.
- ✓ Access to files on written request. Anywhere in the world.
- ✓ Server has built in security to protect your files.
- ✓ Reduces disk space on their domain.

**Product Cost: R3 840 + vat**

### **BACKUP SERVICE – 1 YEAR (15G)**

- ✓ Up to 15 gig data backup.
- ✓ Includes: Emails and website files downloaded from server and emailed to client.
- ✓ Backup done once per month for 12 months.
- ✓ Access to files on written request. Anywhere in the world.
- ✓ Server has built in security to protect your files.
- ✓ Reduces disk space on their domain.

**Product Cost: R4 566 + vat**

If you have a large amount of information you would like to save, we have dedicated server options for up to 500 GBS.

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## **07) Website Training**

We offer website manuals on our Client Zone – however if you would like a one-on-one or group session done virtually, we would love to do this. Training is done via Zoom with Screenshare. Your developer will walk you through the processes on how to update and manage your website yourself.

You will also have the opportunity to ask questions on other functions or features.

We recommend that you record the session to revert back to.

If you have never worked on a website before, I would suggest one of our monthly packages.

### **1 HOUR E-TRAINING (1 on 1)**

- ✓ 1 x 60 minute 1 on 1 training session.
- ✓ Virtual training with Zoom Screenshare for a WordPress website (not available for Ecomm or Directory sites).
- ✓ Unsplit session
- ✓ **Product Cost: R790 + vat**

### **2 HOUR E-TRAINING (1 – 2 People)**

- ✓ 2 x 60 minute training sessions for 1 - 2 people.
- ✓ Virtual training with Zoom Screenshare for a WordPress website.
- ✓ Can be split session over a 2 week period.

**Product Cost: R1 250 + vat**

### **4 HOUR E-TRAINING (Group)**

- ✓ 4 x 60 minute training sessions, Ideal for groups of 2-5 people.
- ✓ Virtual training with Zoom Screenshare for a WordPress website.
- ✓ Can be split over a 4 week period.

**Product Cost: R1 650 + vat**

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## **08) Website Maintenance**

If you do not have the time or resources to manage your website yourself, we do also have Maintenance packages available – once off, or monthly.

### **30 MINUTES STD DEVELOPMENT**

- ✓ 7-day time-line

**Total Cost: R330 + vat**

### **1 HOUR STD DEVELOPMENT**

- ✓ 7-day time-line

**Total Cost: R640 + vat**

### **3 HOURS over 3 MONTHS - WEBSITE MAINTENANCE**

- ✓ 3 Month duration. Up to 3 hours standard development (30-min increments).
- ✓ Content & Cosmetic changes, Predefined simple functions (eg: menu, forms), Ecomm product updates, Preinstalled plugin updates.
- ✓ This cannot be used for new features.
- ✓ Month runs 26th – 25th.
- ✓ WordPress. Single WD hosted website.

**Product Cost: R1 080 + vat**

### **9 HOURS over 3 MONTHS - WEBSITE MAINTENANCE**

- ✓ 3 Month duration. Up to 9 hours standard development (30-min increments).
- ✓ Content & Cosmetic changes, Predefined simple functions (eg: menu, forms), Ecomm product updates, Preinstalled plugin updates.
- ✓ This cannot be used for new features.
- ✓ Month runs 26th – 25th.
- ✓ WordPress. Single WD hosted website.

**Product Cost: R2 700 + vat**

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## **09) POPIA compliance**

Have you dotted all your i's and crossed all your t's?

The recent change in the POPI act has left many people confused and unsure of what to do.

The review packages below a review assessment on e-Marketing, e-Security and Consult. A basic review is then done by a lawyer, after which a non-obligatory quote will be offered to compile your terms.

### **POPI COMPLIANCE REVIEW ASSESSMENT - SMALL**

- ✓ Small business: 1-15 Staff.
- ✓ Basic review and recommendations (e-Marketing & e-security Consultant)
- ✓ Basic review (Lawyer)
- ✓ Quote for custom e-security (site and basic company systems) and web marketing services (SEO / Adwords | Social) for client specific, will be done post assessment. (Estimate from R4390 ex vat).
- ✓ Policy underwriting (POPI documents custom for client) to be quoted separately by lawyer after assessment. (Estimate R24 00 + vat). Non obligatory.
- ✓ Includes integration of pop-up notice for hosted clients (WordPress).
- ✓ 21-day timeline.

**Product Cost: R3 280 + vat**

### **POPI COMPLIANCE REVIEW ASSESSMENT - MEDIUM**

- ✓ Medium business: 16-50 Staff.
- ✓ Basic review and recommendations (e-Marketing & e-security Consultant)
- ✓ Basic review (Lawyer)
- ✓ Quote for custom e-security (site and basic company systems) and web marketing services (SEO / Adwords | Social) for client specific, will be done post assessment. (Estimate from R7500 ex vat). Non obligatory.
- ✓ Policy underwriting (POPI documents custom for client) to be quoted separately by lawyer after assessment. (Estimate R4 200 + vat)
- ✓ Includes integration of pop-up notice for hosted clients (WordPress).
- ✓ 28-day timeline.

**Product Cost: R7 250 + vat**

## **POPI COMPLIANCE REVIEW ASSESSMENT - LARGE**

- ✓ Large business: 50 - 200 Staff.
- ✓ Basic review and recommendations (e-Marketing & e-security Consultant)
- ✓ Basic review (Lawyer)
- ✓ Quote for custom e-security (site and basic company systems) and web marketing services (SEO / Adwords | Social) for client specific, will be done post assessment. (Estimate from R10000 ex vat). Non obligatory.
- ✓ Policy underwriting (POPI documents custom for client) to be quoted separately by lawyer after assessment.(Estimate R84 00 + vat). Non obligatory.
- ✓ Includes integration of pop-up notice for hosted clients (WordPress).
- ✓ Timeline TBC

**POA, from R11 300 + vat**

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## **WebsiteDesign.co.za**

Please save our details –



## **WEBSITE URL**

Please bookmark our WEBSITE by scanning the QR below using the barcode reader on your Smartphone



## **SALES**

Please add SALES to your contacts by scanning the QR below using the barcode reader on your Smartphone



## **HOSTING**

Please add HOSTING to your contacts by scanning the QR below using the barcode reader on your Smartphone



## **PROJECT MANAGEMENT**

Please add PROJECT MANAGEMENT to your contacts by scanning the QR below using the barcode reader on your Smartphone