**Complete Web Development Pricing Reference**

*Internal Reference - Local Business & Startup Focus* *SA Market Pricing - Updated June 2025*

**📋 PROJECT DISCOVERY & PLANNING**

| **Service** | **Price** | **Unit** | **Details** | **Time Est.** |
| --- | --- | --- | --- | --- |
| **Initial Consultation** | FREE | 1 hour | Needs assessment, scope definition | 1 hour |
| **Detailed Requirements Doc** | R1,200 | flat | Written scope, wireframes, timeline | 3-4 hours |
| **Competitor Analysis** | R800 | flat | 5 competitor sites analyzed | 2 hours |
| **User Journey Mapping** | R1,500 | flat | Customer flow documentation | 3-4 hours |
| **Technical Architecture Plan** | R2,000 | flat | Database design, API planning | 4-5 hours |
| **Project Timeline Creation** | R600 | flat | Detailed milestone xe planning | 1.5 hours |

**🏗️ FOUNDATION & STRUCTURE**

**Basic Pages**

| **Page Type** | **Custom Code** | **WordPress** | **Template Based** | **Details** |
| --- | --- | --- | --- | --- |
| **Landing Page** | R3,500 | R2,800 | R1,800 | High-conversion focused, A/B testable |
| **Homepage** | R2,800 | R2,200 | R1,500 | Hero, features, testimonials, CTA |
| **About Page** | R800 | R600 | R400 | Story, team, values, mission |
| **Services Page** | R1,200 | R900 | R600 | Service listings, descriptions, pricing |
| **Contact Page** | R900 | R700 | R500 | Form, map, details, social links |
| **Portfolio/Gallery** | R1,500 | R1,200 | R800 | Filterable, lightbox, categories |
| **Blog/News Page** | R1,200 | R800 | R600 | Post listings, pagination, search |
| **Product Page** | R1,000 | R800 | R600 | Images, descriptions, variants, reviews |
| **Pricing Page** | R900 | R700 | R500 | Tables, comparisons, CTA buttons |
| **FAQ Page** | R700 | R500 | R400 | Accordion style, searchable |
| **Terms/Privacy** | R400 | R300 | R200 | Legal compliance, POPI Act |

**Advanced Pages**

| **Page Type** | **Custom Code** | **WordPress** | **Template Based** | **Details** |
| --- | --- | --- | --- | --- |
| **Custom Dashboard** | R5,000 | R3,500 | N/A | User analytics, data visualization |
| **Member Portal** | R4,000 | R3,000 | R2,000 | Login, profiles, content access |
| **Booking System Page** | R3,500 | R2,500 | R1,800 | Calendar, payments, confirmations |
| **Directory/Listings** | R2,800 | R2,000 | R1,500 | Search, filters, submissions |
| **Event Management** | R3,200 | R2,400 | R1,800 | Event listings, RSVP, ticketing |

**Site Structure**

| **Service** | **Price** | **Unit** | **Details** |
| --- | --- | --- | --- |
| **Navigation Menu** | R600 | per menu | Dropdown, mobile responsive |
| **Mega Menu** | R1,200 | per menu | Multi-column, images, categories |
| **Breadcrumbs** | R400 | flat | Site navigation aid |
| **Search Functionality** | R1,800 | flat | Site-wide search with filters |
| **Sitemap (XML)** | R300 | flat | SEO and user sitemap |
| **404 Error Page** | R500 | flat | Custom branded error handling |

**💻 DEVELOPMENT APPROACHES**

**Custom Code Development**

**Technologies:** HTML5, CSS3, JavaScript (ES6+), PHP, MySQL

| **Service** | **Price** | **Details** | **Pros** | **Cons** |
| --- | --- | --- | --- | --- |
| **Static HTML Site** | R350/page | Hand-coded, lightweight | Fast loading, secure | No CMS, harder updates |
| **Dynamic PHP Site** | R500/page | Database-driven | Flexible, custom features | More complex, hosting requirements |
| **JavaScript SPA** | R800/page | React/Vue single page app | Modern UX, fast navigation | SEO challenges, complex |
| **Progressive Web App** | R1,200/page | App-like experience | Offline functionality, mobile optimized | Browser support variations |

**WordPress Development**

**Benefits:** Client-friendly CMS, plugin ecosystem, easy updates

| **Service** | **Price** | **Details** | **Includes** |
| --- | --- | --- | --- |
| **Custom Theme** | R4,500 | Built from scratch | Unique design, optimized code |
| **Theme Customization** | R2,500 | Modify existing theme | Custom styling, functionality |
| **Child Theme Setup** | R800 | Update-safe customizations | Parent theme protection |
| **Plugin Development** | R450/hour | Custom functionality | Tailored to specific needs |
| **Plugin Integration** | R600/plugin | Third-party plugin setup | Configuration, testing |
| **Database Optimization** | R1,200 | Performance improvements | Query optimization, cleanup |

**Template vs Custom Comparison**

| **Aspect** | **Custom Code** | **Custom WordPress** | **Template Based** |
| --- | --- | --- | --- |
| **Development Time** | 3-6 weeks | 2-4 weeks | 1-2 weeks |
| **Uniqueness** | 100% unique | 90% unique | 30-50% unique |
| **Performance** | Excellent | Good | Variable |
| **Scalability** | Excellent | Good | Limited |
| **Client Updates** | Developer needed | Easy CMS | Easy CMS |
| **Cost** | Higher | Medium | Lower |
| **Timeline** | Longer | Medium | Faster |

**🎨 DESIGN & USER EXPERIENCE**

**Design Development**

| **Service** | **Price** | **Details** | **Deliverables** |
| --- | --- | --- | --- |
| **Wireframe Creation** | R1,500 | Site structure planning | Low-fi layouts, user flow |
| **Mockup Design** | R2,500 | Visual design concepts | High-fi designs, 3 concepts |
| **Prototype Development** | R3,000 | Interactive preview | Clickable prototype |
| **Design System** | R3,500 | Brand consistency guide | Colors, fonts, components |
| **Style Guide Creation** | R2,000 | Design documentation | Usage guidelines, examples |

**Responsive Design**

| **Service** | **Price** | **Details** | **Breakpoints** |
| --- | --- | --- | --- |
| **Mobile Optimization** | R1,800 | Phone-friendly design | 320px - 768px |
| **Tablet Optimization** | R1,200 | Tablet-specific layouts | 768px - 1024px |
| **Desktop Optimization** | R800 | Large screen optimization | 1024px+ |
| **Custom Breakpoints** | R600 | Specific device targeting | Client-defined sizes |

**Visual Elements**

| **Service** | **Price** | **Details** | **Includes** |
| --- | --- | --- | --- |
| **Custom Icons** | R200 | per icon | SVG format, scalable |
| **Illustration Set** | R1,500 | 5 custom illustrations | Brand-matched style |
| **Image Optimization** | R1,000 | Site-wide image prep | Compression, formats, alt tags |
| **Logo Integration** | R600 | Brand implementation | Multiple formats, placement |
| **Color Palette** | R800 | Brand color system | Primary, secondary, accent colors |
| **Typography Setup** | R1,000 | Font system | Headings, body, hierarchy |

**Animations & Interactions**

| **Service** | **Price** | **Details** | **Technology** |
| --- | --- | --- | --- |
| **Scroll Animations** | R1,800 | Elements animate on scroll | CSS3, GSAP |
| **Hover Effects** | R600 | Interactive button/link states | CSS3 transitions |
| **Loading Animations** | R800 | Page/content loading states | CSS3, JavaScript |
| **Micro-interactions** | R1,200 | Small UI feedback elements | CSS3, JavaScript |
| **Page Transitions** | R1,500 | Smooth page-to-page flow | JavaScript, CSS3 |
| **Parallax Effects** | R1,000 | Background scroll effects | JavaScript |
| **Custom Animations** | R450 | per hour | Bespoke interactive elements |

**🔧 FUNCTIONALITY & FEATURES**

**Forms & Data Collection**

| **Form Type** | **Custom Code** | **WordPress** | **Details** | **Features** |
| --- | --- | --- | --- | --- |
| **Contact Form** | R1,400 | R1,000 | Basic contact collection | Validation, spam protection |
| **Quote Request** | R1,800 | R1,300 | Service inquiry form | File uploads, calculations |
| **Newsletter Signup** | R800 | R600 | Email list building | API integration, thank you page |
| **Booking Form** | R3,000 | R2,200 | Appointment scheduling | Calendar integration, confirmations |
| **Application Form** | R2,500 | R1,800 | Job/service applications | Multi-step, file uploads |
| **Survey Form** | R2,000 | R1,500 | Data collection | Logic branching, analytics |
| **Payment Form** | R2,800 | R2,000 | Secure payment collection | PCI compliance, receipts |
| **Registration Form** | R2,200 | R1,600 | User account creation | Email verification, profiles |

**User Management**

| **Service** | **Price** | **Details** | **Features** |
| --- | --- | --- | --- |
| **User Registration** | R2,500 | Account creation system | Email verification, profiles |
| **Login System** | R1,800 | Secure authentication | Password reset, remember me |
| **User Profiles** | R2,200 | Personal information pages | Edit profiles, preferences |
| **Role Management** | R3,000 | Different user permissions | Admin, member, subscriber roles |
| **Social Login** | R1,500 | Third-party authentication | Google, Facebook, Twitter |
| **Membership Areas** | R3,500 | Protected content zones | Content restrictions, subscriptions |

**Communication Features**

| **Service** | **Price** | **Details** | **Integration** |
| --- | --- | --- | --- |
| **Live Chat** | R1,200 | Real-time customer support | Tawk.to, Intercom, WhatsApp |
| **Contact Management** | R2,000 | Lead organization system | CRM integration, follow-ups |
| **Email Automation** | R1,800 | Triggered email sequences | Welcome series, follow-ups |
| **Newsletter System** | R1,500 | Email marketing integration | Mailchimp, ConvertKit |
| **Notification System** | R2,200 | User alerts and updates | Email, SMS, push notifications |
| **Comment System** | R1,000 | User-generated content | Moderation, spam protection |

**🛒 E-COMMERCE SOLUTIONS**

**Product Management**

| **Service** | **Custom Code** | **WordPress/WooCommerce** | **Details** |
| --- | --- | --- | --- |
| **Product Catalog** | R3,500 | R2,500 | Product listings, categories |
| **Product Pages** | R800/product | R600/product | Images, descriptions, variants |
| **Inventory Management** | R2,800 | R2,000 | Stock tracking, low stock alerts |
| **Product Search** | R2,000 | R1,500 | Advanced filtering, sorting |
| **Product Reviews** | R1,800 | R1,200 | Customer rating system |
| **Related Products** | R1,200 | R800 | Cross-selling recommendations |
| **Wishlist Functionality** | R1,500 | R1,000 | Save for later features |

**Shopping Cart & Checkout**

| **Service** | **Custom Code** | **WordPress** | **Details** |
| --- | --- | --- | --- |
| **Shopping Cart** | R3,000 | R2,200 | Add/remove, quantity updates |
| **Checkout Process** | R2,500 | R1,800 | Multi-step, guest checkout |
| **Payment Integration** | R2,800/gateway | R2,000/gateway | PayFast, Stripe, PayPal |
| **Tax Calculations** | R1,500 | R1,000 | VAT, multiple tax zones |
| **Shipping Calculator** | R2,000 | R1,400 | Weight/location based |
| **Order Management** | R2,500 | R1,800 | Admin order processing |
| **Invoice Generation** | R1,800 | R1,200 | Automated PDF invoices |

**E-commerce Features**

| **Service** | **Price** | **Details** | **Benefits** |
| --- | --- | --- | --- |
| **Coupon System** | R1,500 | Discount codes, promotions | Increase sales, customer retention |
| **Abandoned Cart Recovery** | R2,200 | Email reminders | Recover lost sales |
| **Multi-currency Support** | R2,500 | International sales | Expand market reach |
| **Stock Notifications** | R1,200 | Back-in-stock alerts | Customer retention |
| **Bulk Import/Export** | R1,800 | Product data management | Efficient catalog management |
| **Analytics Dashboard** | R2,800 | Sales reporting | Business insights |

**📱 MOBILE & PERFORMANCE**

**Mobile Optimization**

| **Service** | **Price** | **Details** | **Testing** |
| --- | --- | --- | --- |
| **Responsive Design** | R1,800 | All device compatibility | Chrome DevTools, real devices |
| **Mobile-First Design** | R2,200 | Mobile-optimized approach | Better mobile performance |
| **Touch Optimization** | R1,000 | Touch-friendly interactions | Button sizes, gestures |
| **Mobile Menu** | R800 | Collapsible navigation | Hamburger, slide-out menus |
| **Accelerated Mobile Pages** | R1,500 | AMP implementation | Faster mobile loading |
| **Progressive Web App** | R3,500 | App-like mobile experience | Offline functionality, installable |

**Performance Optimization**

| **Service** | **Price** | **Details** | **Impact** |
| --- | --- | --- | --- |
| **Speed Optimization** | R2,500 | Complete performance audit | 2-5 second improvement |
| **Image Optimization** | R1,200 | Compression, lazy loading | 30-50% size reduction |
| **Code Minification** | R800 | CSS/JS compression | 15-25% size reduction |
| **Caching Setup** | R1,500 | Browser and server caching | 50-80% speed improvement |
| **CDN Integration** | R1,000 | Global content delivery | Worldwide speed improvement |
| **Database Optimization** | R1,800 | Query and structure optimization | Faster dynamic content |

**🔍 SEO & DIGITAL MARKETING**

**Search Engine Optimization**

| **Service** | **Price** | **Details** | **Timeline** |
| --- | --- | --- | --- |
| **Technical SEO Audit** | R2,000 | Complete site analysis | 1-2 days |
| **On-Page SEO** | R1,800 | Meta tags, headings, content | 2-3 days |
| **Local SEO Setup** | R2,500 | Google My Business, citations | 3-5 days |
| **Schema Markup** | R1,500 | Rich snippets implementation | 1-2 days |
| **Sitemap Creation** | R600 | XML sitemap for search engines | 1 day |
| **SEO Content Optimization** | R400/page | Keyword optimization | 2-3 hours per page |
| **SEO Training** | R1,200 | Client education session | 2 hours |

**Analytics & Tracking**

| **Service** | **Price** | **Details** | **Reporting** |
| --- | --- | --- | --- |
| **Google Analytics** | R1,200 | Complete setup and configuration | Monthly reports available |
| **Google Tag Manager** | R1,000 | Event tracking, conversions | Custom event tracking |
| **Search Console** | R800 | Search performance monitoring | Keyword ranking reports |
| **Heatmap Integration** | R1,500 | User behavior tracking | Hotjar, Crazy Egg |
| **A/B Testing Setup** | R2,000 | Conversion optimization | Test different versions |
| **Conversion Tracking** | R1,800 | Goal and e-commerce tracking | ROI measurement |

**Digital Marketing Integration**

| **Service** | **Price** | **Details** | **Platforms** |
| --- | --- | --- | --- |
| **Social Media Integration** | R1,500 | Feed displays, sharing | Facebook, Instagram, Twitter |
| **Email Marketing Setup** | R2,000 | Newsletter integration | Mailchimp, ConvertKit |
| **Facebook Pixel** | R800 | Ad tracking implementation | Facebook Ads optimization |
| **Google Ads Integration** | R1,200 | Conversion tracking | Google Ads optimization |
| **WhatsApp Business** | R600 | Direct messaging integration | South African preference |

**🔗 INTEGRATIONS & APIs**

**CRM & Business Tools**

| **Service** | **Price** | **Complexity** | **Popular Options** |
| --- | --- | --- | --- |
| **CRM Integration** | R3,000-5,000 | Medium-High | HubSpot, Pipedrive, Salesforce |
| **Accounting Software** | R2,500-4,000 | Medium | Xero, QuickBooks, Sage |
| **Inventory Management** | R3,500-6,000 | High | TradeGecko, Cin7, NetSuite |
| **Booking Systems** | R2,000-3,500 | Medium | Calendly, Acuity, BookingBug |
| **Email Marketing** | R1,500-2,500 | Low-Medium | Mailchimp, ConvertKit, Campaign Monitor |

**Payment & Financial**

| **Service** | **Price** | **Setup Complexity** | **Transaction Fees** |
| --- | --- | --- | --- |
| **PayFast Integration** | R2,500 | Low | 2.9% + R2.90 |
| **Stripe Integration** | R3,000 | Medium | 2.9% + R4.00 |
| **PayPal Integration** | R2,200 | Low | 3.4% + R5.00 |
| **EFT Integration** | R2,800 | Medium | Bank dependent |
| **Cryptocurrency** | R4,000 | High | Variable |

**Communication & Support**

| **Service** | **Price** | **Features** | **Monthly Cost** |
| --- | --- | --- | --- |
| **WhatsApp Business API** | R2,500 | Automated responses | R500-2000 |
| **Live Chat Integration** | R1,200 | Real-time support | R0-800 |
| **Help Desk Integration** | R3,000 | Ticket management | R300-1500 |
| **Video Call Integration** | R2,800 | Online consultations | R200-1000 |

**🌍 MULTI-LANGUAGE & LOCALIZATION**

**Language Implementation**

| **Service** | **Price** | **Details** | **Maintenance** |
| --- | --- | --- | --- |
| **2-Language Setup** | R4,000 | English + Afrikaans/Zulu | R500/month updates |
| **3-Language Setup** | R5,500 | English + 2 local languages | R750/month updates |
| **Additional Languages** | R1,800/language | Beyond initial setup | R300/month per language |
| **Translation Management** | R2,200 | Content workflow system | Client-manageable |
| **Currency Localization** | R2,500 | Multi-currency e-commerce | Exchange rate updates |
| **Regional Content** | R400/hour | Location-specific content | Ongoing management |

**🏠 HOSTING & TECHNICAL SETUP**

**Domain & Hosting**

| **Service** | **Price** | **Annual Cost** | **Details** |
| --- | --- | --- | --- |
| **Domain Registration** | R600 | R200-400 | .co.za, .com registration |
| **Shared Hosting Setup** | R800 | R1200-2400 | Basic sites, 5GB+ space |
| **VPS Hosting Setup** | R1,500 | R3600-7200 | Medium traffic, dedicated resources |
| **Dedicated Server** | R2,500 | R12000+ | High traffic, full control |
| **Cloud Hosting** | R1,200 | R2400-6000 | Scalable, pay-as-you-grow |

**Security & Maintenance**

| **Service** | **Price** | **Details** | **Frequency** |
| --- | --- | --- | --- |
| **SSL Certificate** | R600 | Security encryption | Annual renewal |
| **Backup System** | R1,000 | Automated daily backups | Daily |
| **Security Monitoring** | R1,500 | Malware scanning, firewall | 24/7 monitoring |
| **Software Updates** | R800 | CMS and plugin updates | Monthly |
| **Uptime Monitoring** | R600 | Downtime alerts | 24/7 monitoring |

**Email Solutions**

| **Service** | **Price** | **Monthly Cost** | **Features** |
| --- | --- | --- | --- |
| **Professional Email** | R900/account | R150-300 | Custom domain email |
| **Email Migration** | R1,200 | One-time | Transfer existing emails |
| **Spam Protection** | R600 | R100-200 | Advanced filtering |
| **Email Marketing Setup** | R1,500 | R300-1500 | Newsletter campaigns |

**🎯 INDUSTRY-SPECIFIC SOLUTIONS**

**Restaurant & Food Service**

| **Service** | **Price** | **Details** | **Features** |
| --- | --- | --- | --- |
| **Online Menu** | R1,800 | Digital menu display | Categories, prices, images |
| **Online Ordering** | R4,500 | Direct order system | Cart, checkout, notifications |
| **Table Reservations** | R3,000 | Booking management | Calendar, confirmations |
| **Delivery Integration** | R2,500 | UberEats, Mr D Food | Order synchronization |
| **Recipe Management** | R2,000 | Kitchen operations | Ingredients, portions |

**Professional Services**

| **Service** | **Price** | **Details** | **Features** |
| --- | --- | --- | --- |
| **Appointment Booking** | R3,500 | Client scheduling | Calendar, reminders, payments |
| **Client Portal** | R4,000 | Secure document sharing | File uploads, messaging |
| **Time Tracking** | R2,500 | Billable hours | Project tracking, invoicing |
| **Document Management** | R3,000 | File organization | Version control, access rights |
| **Online Consultations** | R2,800 | Video appointments | Scheduling, payments |

**Retail & E-commerce**

| **Service** | **Price** | **Details** | **Features** |
| --- | --- | --- | --- |
| **Inventory Sync** | R3,500 | Real-time stock updates | POS integration |
| **Loyalty Program** | R2,800 | Customer rewards | Points, discounts, tiers |
| **Supplier Portal** | R4,500 | B2B functionality | Wholesale pricing, orders |
| **Multi-location** | R3,200 | Multiple store management | Centralized inventory |

**Healthcare & Wellness**

| **Service** | **Price** | **Details** | **Compliance** |
| --- | --- | --- | --- |
| **Patient Portal** | R4,500 | Secure health records | POPI Act compliant |
| **Appointment System** | R3,500 | Medical scheduling | Reminders, cancellations |
| **Prescription Management** | R3,800 | Digital prescriptions | Secure transmission |
| **Telemedicine Setup** | R4,200 | Virtual consultations | HIPAA-style compliance |

**💰 PRICING BUNDLES & PACKAGES**

**Startup Specials**

| **Package** | **Price** | **Includes** | **Timeline** | **Best For** |
| --- | --- | --- | --- | --- |
| **Launch Pad** | R8,500 | 5 pages, responsive, contact form, basic SEO | 2 weeks | New businesses |
| **Growth Pack** | R15,000 | 10 pages, blog, analytics, social integration | 3 weeks | Expanding startups |
| **Scale Up** | R25,000 | 15 pages, e-commerce, booking system, CRM | 4-5 weeks | Established businesses |

**Industry Packages**

| **Package** | **Price** | **Target Industry** | **Key Features** |
| --- | --- | --- | --- |
| **Restaurant Pro** | R18,000 | Food & Beverage | Menu, ordering, reservations, delivery |
| **Professional Plus** | R22,000 | Consultants, Lawyers | Booking, client portal, document management |
| **Retail Ready** | R28,000 | Product Sales | Full e-commerce, inventory, loyalty program |
| **Health Care** | R32,000 | Medical, Wellness | Patient portal, appointments, compliance |

**Maintenance Packages**

| **Package** | **Monthly Price** | **Includes** | **Response Time** |
| --- | --- | --- | --- |
| **Basic Care** | R1,500 | Updates, backups, monitoring | 48 hours |
| **Business Care** | R2,500 | Above + content updates, SEO | 24 hours |
| **Premium Care** | R3,500 | Above + priority support, analytics | 4 hours |
| **Enterprise Care** | R5,000 | Above + development hours, consulting | 2 hours |

**🚫 SCOPE CREEP MANAGEMENT**

**Common Scope Creep Scenarios**

| **Scenario** | **Client Request** | **Response Strategy** | **Additional Cost** |
| --- | --- | --- | --- |
| **"Just one more page"** | Additional page mid-project | Show original scope, quote new page | Full page rate |
| **"Can we change the design?"** | Major design revision | Explain revision policy | R400/hour |
| **"Add a contact form"** | Functionality not in scope | Reference original quote | Form rate |
| **"Make it mobile-friendly"** | Responsive not included | Show mobile optimization cost | R1,800 |
| **"We need a blog"** | CMS not in original scope | Quote blog setup | R1,800 |
| **"Add social media"** | Integration not included | Quote integration cost | R1,500 |

**Scope Creep Prevention Strategies**

**1. Clear Documentation**

* **Written scope document** before starting
* **Detailed feature list** with client sign-off
* **Change request process** clearly explained
* **Visual mockups** to confirm expectations

**2. Communication Protocols**

* **Weekly progress updates** with screenshots
* **Client approval gates** at key milestones
* **Change request forms** for all modifications
* **Budget impact statements** for changes

**3. Contract Clauses**

Scope Change Policy:

- All changes require written approval

- Changes will be quoted before implementation

- Additional work billed at R450/hour

- Timeline adjustments for scope changes

- 50% deposit required for change orders

**Change Request Process**

1. **Client submits written request**
2. **Assess impact on timeline and budget**
3. **Provide quote within 24 hours**
4. **Client approves/rejects in writing**
5. **Update project scope document**
6. **Collect additional deposit if >R2,000**

**Boundary Setting Scripts**

| **Situation** | **Response** |
| --- | --- |
| **"Can you just quickly..."** | "I'd be happy to help! Let me quote this properly so we're both clear on the scope and cost." |
| **"This should be easy..."** | "You're right that it's doable! Based on our original scope, this would be an additional feature. Here's the cost..." |
| **"Everyone else includes this"** | "I understand. My pricing is transparent and itemized so you pay only for what you need. Here's what this feature costs..." |
| **"We're almost done anyway"** | "Great progress! This addition would extend our timeline by X days and cost R\_\_\_\_. Shall I prepare a change order?" |

**⏰ TIME ESTIMATES & PROJECT MANAGEMENT**

**Development Time Estimates**

| **Task Type** | **Hours** | **Factors Affecting Time** |
| --- | --- | --- |
| **Basic Page** | 3-5 hours | Content complexity, custom styling |
| **Complex Page** | 6-10 hours | Interactive elements, custom code |
| **Contact Form** | 4-6 hours | Validation, integration, styling |
| **E-commerce Setup** | 15-25 hours | Products, payments, testing |
| **Custom Feature** | 8-15 hours | Complexity, third-party integrations |
| **Responsive Design** | 10-15 hours | Number of breakpoints, complexity |
| **SEO Implementation** | 8-12 hours | Site size, technical requirements |

**Project Phases**

| **Phase** | **Duration** | **Deliverables** | **Client Involvement** |
| --- | --- | --- | --- |
| **Discovery** | 3-5 days | Requirements doc, wireframes | High - daily calls |
| **Design** | 5-10 days | Visual mockups, style guide | Medium - approval gates |
| **Development** | 10-25 days | Functional website | Low - weekly updates |
| **Testing** | 3-5 days | Bug fixes, optimization | Medium - feedback sessions |
| **Launch** | 1-2 days | Live site, training | High - handover meeting |

**Project Communication**

| **Method** | **Frequency** | **Purpose** |
| --- | --- | --- |
| **Email Updates** | Weekly | Progress reports, next steps |
| **Video Calls** | Bi-weekly | Complex discussions, demos |
| **Slack/WhatsApp** | Daily | Quick questions, status updates |
| **Project Dashboard** | Real-time | Timeline, milestones, deliverables |

**📊 PAYMENT STRUCTURES & TERMS**

**Payment Schedules**

| **Project Size** | **Deposit** | **Milestone 1** | **Milestone 2** | **Final Payment** |
| --- | --- | --- | --- | --- |
| **Under R15,000** | 50% | - | - | 50% on completion |
| **R15,000 - R30,000** | 40% | 30% at design | - | 30% on completion |
| **Over R30,000** | 30% | 30% at design | 25% at development | 15% on completion |

**Payment Methods**

| **Method** | **Processing Time** | **Fees** | **Best For** |
| --- | --- | --- | --- |
| **Bank Transfer (EFT)** | 1-2 days | Free | Large payments |
| **PayFast** | Immediate | 2.9% + R2.90 | Online payments |
| **Cash** | Immediate | Free | Small amounts only |
| **PayPal** | 3-5 days | 3.4% + R5.00 | International clients |

**Late Payment Policy**

* **Net 7 terms** - payment due within 7 days
* **2% monthly interest** on overdue amounts
* **Work suspension** after 14 days overdue
* **Collection fees** added to overdue accounts

**📈 PRICING PSYCHOLOGY FOR LOCAL MARKET**

**South African Business Considerations**

* **Cash flow sensitivity** - many small businesses prefer payment plans
* **Price comparison shopping** - always justify value
* **Relationship-based** - personal connections matter
* **Value demonstration** - show ROI clearly
* **Local competition** - position against web agencies