

ZA Notable Ugly or Poorly Modeled Websites

1. PackRat (unspecified location)

Bright green theme, poor contrast and dated feel—highlighted in *MyBroadband's* "South Africa's ugliest websites" list [reddit.com+8mybroadband.co.za+8mybroadband.co.za+8](#).

2. Wildman Hunting, Motorcycle Spares, Solomons Lifestyle, AWB, Elinem Engineering...

These sites feature garish colors, mismatched elements and low usability—also called out in the same article .

3. Durban Church of Christ

Practically blank layout with poor utilization of space—navigation and design need serious improvement [startupmag.co.za+1reddit.com+1](#).

4. Eastern Cape Government website

Listed for its dull, beige-heavy visuals, confusing PDF thumbnails, and extremely minimal interactivity—even their “media releases” page is labeled inconsistently [researchgate.net+10mybroadband.co.za+10africacheck.org+10](#).

Regional Spotlights

- **Cape Town:** AWB, Solomons Lifestyle, Motorcycle Spares and Wildman Hunting all use unappealing color schemes (like neon green or red-on-black) and lack modern layout standards [mybroadband.co.za](#).
- **Durban:** The Durban Church of Christ site suffers from poor layout and navigation gaps [reddit.com+9mybroadband.co.za+9mybroadband.co.za+9](#).
- **Eastern Cape/Port Elizabeth:** The Eastern Cape Government site is poorly structured, featuring low-resolution assets and inconsistent sections [za.hive-mind.community+2mybroadband.co.za+2africacheck.org+2](#).
- **Johannesburg:** The JSE Top 100 companies' websites (while large enterprises) exhibit technical issues—bad page titles, missing alt text, broken SEO fundamentals [researchgate.net+2bizcommunity.com+2startupmag.co.za+2](#).

Common Design & Technical Issues

- **Cluttered, confusing layouts** and tiny fonts—e.g., Department of Basic Education [mybroadband.co.za+3africacheck.org+3webdo.co.za+3](#).

- **Poor mobile responsiveness**—e.g., SASSA site not adapting to mobile screens or accessible design [mybroadband.co.za+10africacheck.org+10webdo.co.za+10](#).
- **Slow performance** and lack of SEO basics—missing alt tags, broken headings, heavy assets .

✓ 1. Business Positioning & Strategy

🔗 Your Value Proposition

"We create beautiful, professional, and user-friendly websites for businesses — at prices more affordable than most agencies in South Africa — without compromising quality."

Make sure your messaging always includes:

- Affordability without sacrificing performance.
 - Quick turnaround times (e.g., "Launch in 7–14 days").
 - Mobile responsiveness + SEO-ready sites.
 - Simple update options for the client (WordPress, Webflow, or custom CMS).
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✓ 2. Services to Offer (Tiered)

| Package | Price Range (ZAR) | Includes |
|--------------------------|----------------------|---|
| Starter | R1,500 – R3,500 | 1–3 page site, contact form, mobile-friendly, basic SEO |
| Standard | R4,000 – R7,500 | 4–8 pages, responsive design, basic branding, Google Maps, WhatsApp chat, form, gallery, etc. |
| Business Plus | R8,000 – R12,000 | 10+ pages, blog, SEO optimization, basic content writing, CMS, custom design |
| E- Commerce | R10,000 – R18,000 | Full online store (Shopify, WooCommerce, or custom), payments, product setup, cart, checkout |
| Custom | R15,000+ | Built to spec — includes advanced features, CRM, bookings, API integrations |

✓ 3. Suggested Platforms to Use

- **WordPress + Elementor:** Fast, flexible, low-cost.
 - **Webflow:** Slick for design-heavy clients.
 - **Shopify / WooCommerce:** Best for online stores.
 - **Custom HTML/CSS/JS or React:** For advanced clients or larger projects.
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✓ 4. Marketing & Outreach Strategy

🔍 Target Market

- Small to mid-size businesses (especially those with outdated or no websites).
- Service providers: salons, real estate agents, electricians, clinics, delivery businesses.
- New businesses needing fast, affordable sites.

📣 Promote Through:

- **Facebook Groups** (SA small business, buy & sell, etc.)
 - **WhatsApp Business** + auto reply + status updates
 - **LinkedIn DMs** to local business owners
 - **Cold Email** outreach (with samples and price sheet)
 - **Google My Business** + **SEO-optimized landing page**
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✓ 5. Bonus Offers to Outshine Competition

- Free logo or business email setup (for first-time clients)
 - 1 free month of updates/support
 - Free Google Business Profile setup
 - Simple dashboard for editing site content
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✓ 6. Tools You'll Need

- Hosting: Afrihost, HostAfrica, or SiteGround (local speed + support)
 - Website Builders: WordPress + Elementor, Webflow, Shopify
 - Design: Canva, Figma
 - Invoicing: Wave, Zoho, or Paystack (for SA payments)
 - CRM: Notion, Trello, or HubSpot (free tier)
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✓ 7. Name Ideas for Your Business

Here are a few ideas that communicate affordability and professional design:

- **SiteWise SA**
- **LaunchWeb**
- **BizSites Pro**
- **ZAR Web Studio**
- **AffordSites**

- **StartWeb South Africa**
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✓ **8. Next Steps**

1. **Build a killer portfolio** (even if it's 3–4 demo sites for fake or real businesses).
2. **Design your own site** — fast-loading, clear pricing, easy contact form.
3. **Create a pricing guide PDF** to share on WhatsApp/LinkedIn.
4. **Reach out daily to 5–10 businesses** with a message like:

“Hi [Name], I noticed your business could benefit from a more modern, mobile-friendly website. I run a Cape Town-based design studio that builds affordable, professional websites starting from R1,500. Would you be open to a free consultation?”