Website Information Sheet: SassyStrands

Estimated Website Pricing for SassyStrands (Philippines Market)

This section outlines estimated pricing for different types of websites, suitable for the Philippine market, specifically for a business like SassyStrands.

1. Basic Informational Website (Low Range)

- **Price:** ₱15,000 - ₱30,000
- **Includes:**
  - Simple design (template-based, e.g., WordPress + Elementor)
  - Homepage, About Us, Contact Page, Gallery (hair samples)
  - Basic SEO setup (meta tags, Google My Business integration)
  - Mobile-responsive, no e-commerce
- **Best for:** Startups needing a quick online presence.
- **Pros:** Fast, affordable.
- **Cons:** Limited scalability, generic design.

2. Custom Business Website (Mid Range)

- **Price:** ₱30,000 - ₱70,000
- **Includes:**
  - Custom UI/UX design (tailored to your brand)
  - 5-7 pages (Home, Products/Services, Blog, Contact, FAQ)
  - Social media integration (Instagram/Shopee/Lazada links)
  - Basic booking/lead form (no full e-commerce)
  - SEO optimization (keyword research, on-page SEO)
- **Best for:** Growing businesses like SassyStrands (36K followers).
- **Pros:** Unique design, better functionality.

3. E-Commerce Website (High Range)

- **Price:** ₱70,000 - ₱150,000+
- **Includes:**
    - WooCommerce/Shopify store for selling hair products/extensions
    - Payment gateways (GCash, PayMaya, credit cards)
    - Inventory management, order tracking
    - Advanced SEO + marketing integrations
- **Best for:** If you plan to sell directly online.

4. Subscription/Retainer Model (Ongoing Maintenance)

- **Price:** ₱5,000 - ₱15,000/month
- **Includes:**
    - Regular updates, security backups, content changes
    - Monthly SEO/analytics reports

Key Pricing Factors for Your Project:

1. **Scope:** Do you need e-commerce or just a portfolio site?
2. **Timeline:** Rush jobs cost 20-30% more.
3. **Content:** Will you provide text/images, or need copywriting?
4. **Client Budget:** Ask upfront (e.g., "What's your budget range?").

Market Benchmarks (Philippines):

- **Freelancers (Upwork/Facebook Groups):** ₱10,000 - ₱50,000
- **Agencies:** ₱50,000 - ₱200,000+

Recommended Approach for SassyStrands:

- Start with a mid-range custom site (₱30,000-₱70,000) to showcase your brand professionally.

- Add a lead form for collabs/inquiries (no need for full e-commerce yet).
- Use value-based pricing—highlight how the site will attract more clients/collabs.

Next Steps:

1. **Define Scope:** List must-have features (e.g., Instagram feed integration).
2. **Ask Clients for Budget:** "Are you working with a specific budget range?"
3. **Propose Packages:** Offer 2-3 options (Basic/Custom/E-Commerce).

Questions for Research and Client Engagement

1. Business & Goals

- What's the primary purpose of the website? (Showcase services, sell products, attract collabs, bookings?)
- Who is your target audience? (Local customers in San Pedro, online buyers, salon partners?)
- What makes SassyStrands unique? (Ethical sourcing, Pinoy-quality hair, affordable pricing?)

2. Scope & Features

- What pages do you need? (Home, About, Contact, Gallery, FAQ, Booking/Order Form?)
- Do you want e-commerce (online selling)? (If yes: GCash, bank transfer, or Shopee/Lazada integration?)
- Will you need a booking system? (For appointments, collabs, or consultations?)
- Do you have social media links to include? (Instagram, Facebook, TikTok?)

3. Design & Branding

- Do you have a logo, brand colors, or fonts? (If not, will you need basic branding help?)
- Do you have sample websites you like? (Reference for style: Clean, bold, feminine, minimalist?)
- Will you provide photos/text, or need help with content?

4. Budget & Timeline

- What's your budget range for this project? (This helps avoid under/overquoting.)
- When do you need the website launched? (Rush projects may cost 20-30% more.)

5. Technical & Maintenance

- Do you already have a domain/hosting? (If not, will you need help setting it up?)
- Will you need training to update the site yourself?
- Do you want ongoing maintenance (SEO, updates, backups)?

Bonus: Red Flags to Watch For

- "We're not sure what we need—can you just suggest?"
  - **Solution:** Offer a discovery call or charge for a consultation fee before quoting.
- "Our budget is tight, but we need a lot of features."
  - **Solution:** Propose a phased approach (launch basic site first, add features later).
- "Can you match this ₱10,000 quote from another freelancer?"
  - **Solution:** Explain the difference in quality (template vs. custom design, SEO, support).

Next Steps (Summary)

1. Send a client questionnaire (using the questions above).
2. Hold a discovery call to clarify needs.
3. Provide 2-3 pricing options (Basic vs. Premium).