

Website & Landing Page Services — Catalog

Currency: Ethiopian Birr (ETB)

Minimum base price: ETB 8,000

About this Catalog

This catalog presents clear, client-friendly packages for website and landing-page development targeted at Ethiopian businesses. All prices are **starting** prices and **customizable** based on scope, integrations, content, and delivery timelines. Every package can be tailored — final quotes will be provided after a short discovery call and a written scope.

Quick highlights

- **Minimum project (Landing / Starter): ETB 8,000.** Great for a one-page marketing presence.
- **Currency & exchange note:** All prices are in ETB. If you request USD equivalents we will use the exchange rate on the day of quotation and include an exchange-rate clause if needed.
- **Payment terms (standard):** 50% deposit to begin, 40% on review, 10% on final delivery. Alternative milestone schedules available.

Packages (starting prices)

1) Starter — Landing Page

Starting price: ETB 8,000

Best for: New businesses, event promos, single-offer campaigns.

Includes:

- 1 responsive landing page (desktop / tablet / mobile)

- Basic template-based design with light customization
- Contact form with spam protection
- Basic SEO (title/meta + on-page microcopy guidance)
- Google Analytics (GA4) setup
- 1 month of support & bug fixes

Typical timeline: 5–10 days

Why choose Starter: Fast, low-cost, professional presence to capture leads.

2) Pro — Small Business Website

Starting price: ETB 18,000

Best for: Small shops, professional services, portfolio sites.

Includes:

- Up to 5 pages (Home, About, Services, Contact, Blog or Gallery)
- Custom responsive design (brand colors & assets)
- WordPress or headless CMS setup and training
- Contact & lead capture forms
- On-page SEO basics + sitemap submission
- 3 months support & security updates

Typical timeline: 10–21 days

3) Business — Corporate Website

Starting price: ETB 35,000

Best for: Established businesses requiring polished UX & integrations.

Includes:

- 8–15 pages, complex content structures
- Custom UI/UX design + 2 rounds of revisions

- CMS with role-based access & training
 - Performance optimisation & image compression
 - Basic integrations (email marketing, Google Workspace setup)
 - 6 months support & optional SLA
- Typical timeline:** 3–6 weeks

4) E-commerce — Online Store

Starting price: ETB 60,000

Best for: Retailers selling products online (local / regional sales).

Includes:

- Product catalog (up to 200 products) or scalable product import
- Checkout & payment gateway integration (Telebirr / third-party)
- Shipping rules & order management setup
- Customer account system and admin product management
- Training, 3 months support

Timeline: 4–8 weeks (varies with product count & integrations)

Note: Payment gateway onboarding (Telebirr or others) may incur additional fees and take time.

5) Custom Web App / Platform

Starting price: ETB 200,000

Best for: SaaS, booking systems, membership platforms, complex portals.

Includes:

- Requirement analysis, architecture & security review
- Backend API, database design, user authentication
- Staging environment, automated tests, deployment

- SLA & long-term maintenance options
Timeline: Depends on scope — quoted after discovery.

Customization & Pricing Policy (important)

1. **Minimum price respected:** Every custom project must meet the **ETB 8,000** minimum.
2. **Transparent scope-based pricing:** We provide a clear scope document and a breakdown of costs. If a client requests features outside the selected package, we provide a written quote for additional work.
3. **Change requests:** Minor revision rounds are included in each package (1–2 rounds). Additional revisions are billed hourly or via a small fixed-fee change order.
4. **Currency & exchange clause (optional):** If payment is made in USD or another currency, we will use the exchange rate on the invoice date. For multimonth projects we may include a clause to pass through major currency fluctuations (>5%) to the client.

Standard Deliverables & Acceptance Criteria

- **Deliverables:** Live site on client domain (or staging), admin access (CMS), documentation, training session (remote), and launch checklist.
- **Acceptance:** Client review period of 7 calendar days after delivery. Reported defects fixed as part of included support period. After acceptance, deployment to production and final balance due.

Typical Project Schedule

- **Discovery & Quote:** 2–4 days
- **Design & Content Collection:** 3–10 days
- **Development & QA:** 5–21 days (depends on package)
- **Client Review & Revisions:** 3–10 days

- **Launch & Hand-over:** 1–3 days

(We can compress timeline for a rush fee.)

FAQs (short)

Q: Can you match competitor site features?

A: Yes — after a brief discovery and feasibility check. We'll price the extra scope separately.

Q: Do you host locally or internationally?

A: We can host on either local Ethiopian providers or international cloud providers. Hosting choice affects latency for local users and cost.

Q: What about ongoing updates?

A: We recommend a maintenance retainer (ETB 1,000–8,000 / month) for updates, backups and monitoring.

Example Proposal Workflow

1. Short discovery call (15–30 min) to confirm goals, assets, and timeline.
 2. Written scope & final quote delivered (2–3 business days).
 3. 50% deposit to start (or milestone schedule agreed).
 4. Design → Development → QA → Delivery (per scope).
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Contact & Next Steps

To get a tailored quote or a printable PDF proposal, reach out directly:

Liya Tegared — Software Developer

Phone: +251 945 117 798

Email: liyategared85@gmail.com

Or reply with:

- Desired package (Starter / Pro / Business / E-commerce / Custom)
- Project goal & target launch date
- Do you have content (text/images) ready? Yes / No
- Preferred payment currency: ETB or USD

I will return a one-page professional PDF proposal and a short scope document within 48 hours.

Sample Terms

- **Payment:** 50% deposit to begin, 40% on review, 10% on final delivery. Larger custom projects may use milestone payments.
- **Cancellation:** Deposit non-refundable after design work begins; refundable only before work starts unless otherwise agreed.
- **Intellectual Property:** Ownership of final delivered design and site content transfers to the client after final payment; third-party licences remain the client's responsibility.
- **Support & Warranty:** Included support period per package; additional maintenance by retainer.