[optmatic]
WEB/ECOMMERCE

Optmatic Pricing List (2025)

* All prices in Australian dollars.

WEBSITE DEVELOPMENT

Static Websites

Perfect for businesses seeking a straightforward online presence with no complex functionalities.

Example case: Simple Astro/NextJS build using TailwindCSS for styling, deployed on Vercel.

Basic (1-5 pages): $900 - $2,250

INCLUSIONS

Custom design
Mobile responsive
Contact form
Basic SEO optimisation
Social media integration

Standard (6-10 pages): $2,250 - $4,500

INCLUSIONS

All Basic features

& ....
Image gallery
Google Maps integration
Newsletter signup
Basic content writing (up to 500 words per page)

Advanced (11-20 pages): $4,500 - $6,750

INCLUSIONS

All Standard features

& ....
Custom animations
Multi-language support
Advanced SEO package
Integration with third-party APIs

Dynamic Websites

Tailored for content-rich sites that require frequent updates and interactive features.

Example case: Simple Astro/NextJS build using TailwindCSS for styling, deployed on Vercel.

Small Business Website (1-5 pages): $2,250 - $6,750

INCLUSIONS

Custom CMS integration
Blog functionality
User account creation
Basic search functionality
Social media feed integration

Corporate Website: $6,750 - $13,500

INCLUSIONS

Advanced CMS with multiple user roles
Event calendar and booking system
Document management system
Intranet functionality
Custom data visualisation

Complex Custom Website: Request a quote

INCLUSIONS

Fully bespoke design and functionality
Advanced user management system
Complex database integration
Custom reporting and analytics
API development for third-party integrations

E-COMMERCE SOLUTIONS

E-commerce

SHOPIFY

A robust platform for businesses seeking easy-to-manage online stores.

Basic Setup: $2,250 - $4,500

INCLUSIONS

Theme customisation

Product upload (up to 100 products)
Payment gateway integration
Basic shipping setup
Training session

Custom Design: $4,500 - $9,000

INCLUSIONS

Unique theme development
Advanced product filtering
Customer account customisation
Multi-currency support
Basic inventory management

Advanced Features: $9,000 - $22,500

INCLUSIONS

Custom app development
Advanced inventory and order management
Subscription model integration
Marketplace integration (e.g., Amazon, eBay)
Advanced analytics and reporting

WOOCOMMERCE

Flexible and powerful for WordPress-based eCommerce.

Simple Store: $3,150 - $6,750

INCLUSIONS

WordPress + WooCommerce setup
Theme customisation
Product upload (up to 200 products)
Payment and shipping integration
Basic SEO optimisation

Mid-range Store: $6,750 - $13,500

INCLUSIONS

Custom theme development
Advanced product variations
Membership functionality
Multi-vendor capability
ERP or CRM integration

Enterprise Store: Request a quote

INCLUSIONS

Fully custom design and functionality
High-volume inventory management

Custom checkout process
Advanced security features
Multi-store or franchise setup

WEB APPLICATIONS

Bespoke Web Application Development

Custom solutions tailored to enhance business efficiency and user engagement.

Simple Web App: $9,000 - $22,500

INCLUSIONS

User authentication system
Basic CRUD functionality
Simple dashboard
Data visualisation
REST API development

Medium Complexity: $22,500 - $67,500

INCLUSIONS

Complex business logic implementation
Advanced user roles and permissions
Integration with multiple third-party services
Real-time features (e.g., chat, notifications)
Comprehensive admin panel

Enterprise-level Application: Request a quote

INCLUSIONS

Scalable architecture design
Complex workflow automation
Machine learning integration
Advanced security features (e.g., SSO, 2FA)
Extensive testing and quality assurance

WEBSITE MANAGEMENT

Ongoing support and maintenance to ensure optimal performance and security.

Basic Package: $45 - $112/month

INCLUSIONS

Weekly backups
WordPress core and plugin updates

Security monitoring
Uptime monitoring
Monthly performance report

Standard Package: $112 - $180/month

INCLUSIONS

All Basic Package features

& ....

Daily backups
Weekly performance optimisation
Monthly SEO audit and recommendations
Minor content updates (up to 1 hour per month)

Advanced Package: $180 - $247/month

INCLUSIONS

All Standard Package features

& ....

Priority support (response within 4 hours)
Monthly content updates (up to 3 hours)
A/B testing and conversion rate optimisation