

# </> Web Dev

## Web Dev Pricing Plans

Package	Features	Estimated Timeframe	Price (ZAR)	Optional Maintenance (10–20%)
<b>Starter Website</b>	Basic Home, About, Contact pages, mobile-friendly	1–2 weeks	R2,000	R200–R300/month
<b>Standard Website</b>	Starter + Products/Services page, basic SEO	2–3 weeks	R3,000	R300–R450/month
<b>Professional Website</b>	Standard + Custom design, enhanced UI/UX, responsive layout	2–3 weeks	R4,500	R450–R675/month
<b>Website + Google Presence</b>	Professional + Google Business setup, indexing, SEO optimization	3–4 weeks	R5,500	825–R1,100/month
<b>Advanced Web Solutions</b>	Full-featured web apps, API integration, dynamic content	4–6 weeks	R7,000	1050–R1,400/month
<b>Premium Package</b>	Complete online branding, website, SEO, analytics, optional monthly support	4–6 weeks	R9,000	1350–R1,800/month

---

## Notes / Recommendations

### 1. Maintenance Costs:

- 10–20% of the base package per month, depending on the complexity of updates, security, and content changes.
- Example: If a client chooses **Professional Website (R4,500)**, the optional maintenance could be **R450–R675/month**.

### 2. Starting Company Friendly Pricing:

- Prices are **affordable** for small businesses or individuals.
- Packages gradually increase in features, so clients can scale up as they grow.

### 3. Package Details:

- **Starter/Standard:** Ideal for basic web presence or small businesses.
- **Professional/Google Presence:** Focused on clients wanting branding, SEO, and visibility.
- **Advanced/Premium:** For clients needing custom web applications, analytics, or complete branding solutions.

Feature	Starter Website	Standard Website	Professional Website	Website + Google Presence	Advanced Web Solutions	Premium Package
Responsive / Mobile Optimized	<input checked="" type="checkbox"/>					
Custom Design & UI/UX	<input checked="" type="checkbox"/>					
SEO & Google Business Setup	<input checked="" type="checkbox"/>	Basic	Advanced	Full	Full	Full + Analytics
Products / Services Page	<input checked="" type="checkbox"/>					
Payment Integration / E-commerce	<input checked="" type="checkbox"/>					
Custom Domain Name	<input checked="" type="checkbox"/>					
Monthly Maintenance (Optional)	10–15%	10–15%	10–15%	15–20%	15–20%	15–20%
Estimated Timeframe	1–2 weeks	2–3 weeks	2–3 weeks	3–4 weeks	4–6 weeks	4–6 weeks
Price (ZAR)	2,000	3,000	4,500	5,500	7,000	9,000

# Web Dev Terms – Definitions & Examples

---

## **1. Mobile Friendly**

A website designed to work well on phones and tablets.

*Example:* Buttons are large enough to tap, text fits the screen, no horizontal scrolling.

## **2. Basic SEO**

Simple techniques to help your website appear in search results.

*Example:* Optimizing page titles like “Devoria Web Solutions – Starter Website” or adding headings for services.

## **3. Enhanced UI/UX**

Improved look and feel, making your website attractive and easy to navigate.

*Example:* Clear menus, consistent colors, interactive buttons, smooth scrolling.

## **4. Responsive Layout**

Website layout adjusts automatically to different screen sizes.

*Example:* A 3-column design on desktop becomes a single-column layout on mobile.

## **5. Google Business Setup**

Creating a business profile on Google to appear in Maps and local search results.

*Example:* “Devoria Solutions” shows up on Google Maps with address, website link, and contact info.

## **6. Indexing**

Search engines scanning your site and adding pages to their database.

*Example:* A blog post or service page appears in Google search results after being indexed.

## **7. SEO Optimization**

Advanced strategies to increase your site’s search ranking.

*Example:* Adding relevant keywords, creating backlinks, optimizing images, and structuring content for search engines.

## **8. Full-Featured Web Apps**

Websites with interactive, complex functionality.

*Example:* A booking system, login portal, or an online store with shopping cart.

## **9. API Integration**

Connecting your site to other services using APIs.

*Example:* Integrating PayPal for payments or Google Maps for location display.

## **10. Dynamic Content**

Content that changes based on user actions or data.

*Example:* Product listings that update automatically, user dashboards, or live blog feeds.

## **11. Complete Online Branding**

Building a full digital identity for your business.

*Example:* Website design, logo, social media profiles, color palette, and branded marketing material.

## **12. Websites**

A collection of web pages representing a business or individual.

*Example:* A homepage, about page, products page, and contact page.

## **13. SEO (Search Engine Optimization)**

Improving visibility in search results to get more visitors.

*Example:* Optimizing blog posts for keywords like “affordable website design in Johannesburg.”

## **14. Analytics**

Tracking and analyzing website performance and user behavior.

*Example:* Google Analytics showing number of visitors, pages they visit, and how long they stay.

## **15. Optional Monthly Support**

Ongoing maintenance for your website.

*Example:* Updating content, fixing bugs, improving security, and making small design tweaks