



# Business Websites Packages

Click Tools Web Design & Online Marketing  
 w: clicktools.co.za  
 e: info@clicktools.co.za  
 Pricing Package

## Start-up

Includes	Description of services included	Cost
Web Design	Mobile responsive design (works well with any device). <b>Better SEO visibility</b>	hosting at clients own cost R100 per month
Software	Yoast SEO, Contact forms 7, Monster Insights, Child Theme	
Domain Name	<b>Free Domain name for .co.za.</b> Get a free domain when ordering any packadge	
Theme	Easily Edit your own website ( <b>1 hour training included</b> ). <b>Fully Customizable theme.</b>	
Pages	Contact Us, About Us, Services & Products, Front Landing Page.	
Social Media & Search	Google, Bing, Facebook & Instagram (existing pages). We intergrate existing pages.	
Analytics	Analytics Tracking with Google from Day One	
Hosting	Local Hosting at <b>best competitive Rate</b> (10 GB 25 email accounts). Shared Cloud Hosting	
E-Mail	Up to 25	
Web-Mail	Signup Page or Widget in Footer. Collect visitors email addresses	
Linked to Social Media	Links to your pages in header or footer (Widget for easy sign up)	
Live Chat	Live Chat if needed (for page visitors)	
SSL Security	Auto Renews every 3 months. Let's Encrypt	
Contact Page	Your business location listed on required pages, Accurate google maps page.	
		<b>R4995 once off</b>
Notes:	<p>1. We use the most <b>reliable &amp; professional Hosting Provider in the country - Hetzner</b>. We can offer managed hosting on our mid rage &amp; corporate customers at a better rate because we are a reseller of their service.</p> <p>2. To guarantee uptime &amp; quality of service we offer support time at a monthly discounted rate. This includes updates, backups and security. Any time left can be used to make edits or add content to your website</p>	



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Software	Yoast SEO, Contact forms 7, Monster Insights, Child Theme	
Domain Name	<b>Free Domain name for .co.za.</b> Get a free domain when ordering any packadge	
Theme	Easily Edit your own website ( <b>1 hour training included</b> ). <b>Fully Customizable theme.</b>	
Pages	Contact Us, About Us, Services & Products, Front Landing Page	
Social Media & Search	Google, Bing, Facebook & Instagram (existing pages)	
Analytics	Analytics Tracking with Google from Day One	
Managed Hosting	<b>Faster commercial grade hosting.</b> Local Hosting at <b>best competitive Rate</b> (10 GB 35 email accounts)	
E-Mail	Up to 35	
Web-Mail	Signup Page or Widget in Footer. Collect visitors email addresses	
Linked to Social Media	Links to your pages in header or footer (Widget for easy sign up)	
Live Chat	Live Chat if needed (for page visitors)	
Rapid SSL Security	Auto Renews every 12 months. <b>More comprehensive security. Improved SEO</b>	
Contact Page	Your business location listed on required pages, Accurate google maps page.	
Social Media Business Pages	New Page with branding and required tabs (facebook)	
Google Business Listing	New page with location, cover & logo (business listing)	
Facebook Analytics	Implementation of tracking for sales leads on forms	
Branding (Logo & Corporate Identity)	Logo as per client requirements (2 examples)	
Backups	Weekly backups with cloud service and local storage	
Sitespeed Optimization	Software level Caching with w3cache	
		<b>R5995 once off</b>
		<b>(then R995 per month)</b>
Notes:	1. We use the most <b>reliable &amp; professional Hosting Provider in the country - Hetzner</b> . We can offer managed hosting on our mid rage & corporate customers at a better rate because we are a reseller of their service. 2. To guarantee uptime & quality of service we offer support time at a monthly discounted rate. This includes updates, backups and security. Any time left can be used to make edits or add content to your website	



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## Corporate

Includes	Description of services included	Cost	
Web Design	Mobile responsive design (works well with any device). <b>Better SEO visibility</b>	<i>valued @ R2000</i>	
Software	Yoast SEO, Contact forms 7, Monster Insights, Child Theme		
Domain Name	<b>Free Domain name for .co.za.</b> Get a free domain when ordering any packadge		
More Comprehensive Themes	<b>Choice of over 250+ Custom Themes.</b> More versatile designs. Easily Edit your own website ( <b>1 hour training included</b> ). <b>Fully Customizable theme.</b>		
Pages	Contact Us, About Us, Services & Products, Front Landing Page		
Social Media & Search	Google, Bing, Facebook & Instagram (existing pages)		
Analytics	Analytics Tracking with Google from Day One		
Managed Hosting	<b>Faster commercial grade hosting.</b> Local Hosting at <b>best competitive Rate</b> (25 GB 50 email accounts)		hosting included in monthly service retainer
E-Mail	Up to <b>50</b>		
Web-Mail	Signup Page or Widget in Footer. Collect visitors email addresses		
Linked to Social Media	Links to your pages in header or footer (Widget for easy sign up)	<i>valued @ R1999 per year</i>	
Live Chat	Live Chat if needed (for page visitors)		
Wildcard SSL Security	Auto Renews every 12 months. <b>More comprehensive security. Improved SEO. One of the most secure types of ssl</b>		
Contact Page	Your business location listed on required pages, Accurate google maps page.		
Social Media Business Pages	New Page with branding and required tabs (facebook)		
Google Business Listing	New page with location, cover & logo (business listing)		
Facebook Analytics	Implementation of tracking for sales leads on forms		
Branding (Logo & Corporate Identity)	Logo as per client requirements ( <b>3 examples</b> )		
Backups	<b>Daily</b> backups with cloud service and local storage		
Next Level Site Speed	WP Rocket Caching Software ( <b>SEO</b> )		<i>valued @ R750</i>
		<b>R9995 once off</b>	
		<b>(then R1495 per month)</b>	
Notes:	<p>1. We use the most <b>reliable &amp; professional Hosting Provider in the country - Hetzner</b>. We can offer managed hosting on our mid rage &amp; corporate customers at a better rate because we are a reseller of their service.</p> <p>2. To guarantee uptime &amp; quality of service we offer support time at a monthly discounted rate. This includes updates, backups and security. Any time left can be used to make edits or add content to your website</p>		



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## Start-up e-commerce

Includes	Description of services included	Cost
Web Design	Mobile responsive design (works well with any device). <b>Better SEO visibility</b>	hosting at clients own cost R100 per month
Woocommerce	Plugin for e-Commerce functionality.	
Payment Gateways	Up to 2 Payment Gateways	
Software	Yoast SEO, Contact forms 7, Monster Insights, Child Theme	
Domain Name	<b>Free Domain name for .co.za.</b> Get a free domain when ordering any packadge	
Theme	Easily Edit your own website ( <b>1 hour training included</b> ). <b>Fully Customizable theme.</b>	
Pages	Contact Us, About Us, Services & Products, Front Landing Page.	
Social Media & Search	Google, Bing, Facebook & Instagram (existing pages). We intergrate existing pages.	
Analytics	Analytics Tracking with Google from Day One	
Hosting	Local Hosting at <b>best competitive Rate</b> (10 GB 25 email accounts). Shared Cloud Hosting	
E-Mail	Up to 25	
Web-Mail	Signup Page or Widget in Footer. Collect visitors email addresses	
Linked to Social Media	Links to your pages in header or footer (Widget for easy sign up)	
Live Chat	Live Chat if needed (for page visitors)	
SSL Security	Auto Renews every 3 months. Let's Encrypt	
Contact Page	Your business location listed on required pages, Accurate google maps page.	
		<b>R8995 once off</b>

Notes:

1. We use the most **reliable & professional Hosting Provider in the country - Hetzner**. We can offer managed hosting on our mid rage & corporate customers at a better rate because we are a reseller of their service.
2. To guarantee uptime & quality of service we offer support time at a monthly discounted rate. This includes updates, backups and security. Any time left can be used to make edits or add content to your website



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## Business

Includes	Description of services included	Cost
Web Design	Mobile responsive design (works well with any device). <b>Better SEO visibility</b>	hosting included in monthly service retainer
Woocommerce	Plugin for e-Commerce functionality.	
Payment Gateways	Up to 2 Payment Gateways	
Software	Yoast SEO, Contact forms 7, Monster Insights, Child Theme	
Domain Name	<b>Free Domain name for .co.za.</b> Get a free domain when ordering any packadge	
Theme	Easily Edit your own website ( <b>1 hour training included</b> ). <b>Fully Customizable theme.</b>	
Pages	Contact Us, About Us, Services & Products, Front Landing Page	
Social Media & Search	Google, Bing, Facebook & Instagram (existing pages)	
Analytics	Analytics Tracking with Google from Day One	
Managed Hosting	<b>Faster commercial grade hosting.</b> Local Hosting at <b>best competitive Rate</b> (10 GB 35 email accounts)	
E-Mail	Up to 35	
Web-Mail	Signup Page or Widget in Footer. Collect visitors email addresses	
Linked to Social Media	Links to your pages in header or footer (Widget for easy sign up)	
Live Chat	Live Chat if needed (for page visitors)	
Rapid SSL Security	Auto Renews every 12 months. <b>More comprehensive security. Improved SEO</b>	
Contact Page	Your business location listed on required pages, Accurate google maps page.	
Social Media Business Pages	New Page with branding and required tabs (facebook)	
Google Business Listing	New page with location, cover & logo (business listing)	
Facebook Analytics	Implementation of tracking for sales leads on forms	
Branding (Logo & Corporate Identity)	Logo as per client requirements (2 examples)	
Backups	Weekly backups with cloud service and local storage	
Sitespeed Optimization	Software level Caching with w3cache	
		<b>R9995 once off</b>
		<b>(then R995 per month)</b>
Notes:	1. We use the most <b>reliable &amp; professional Hosting Provider in the country - Hetzner</b> . We can offer managed hosting on our mid rage & corporate customers at a better rate because we are a reseller of their service. 2. To guarantee uptime & quality of service we offer support time at a monthly discounted rate. This includes updates, backups and security. Any time left can be used to make edits or add content to your website	



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Includes	Description of services included	Cost
Web Design	Mobile responsive design (works well with any device). <b>Better SEO visibility</b>	PAYFAST + PAYGATE IS RECOMMENDED
Woocommerce	Plugin for e-Commerce functionality.	
Payment Gateways	Up to 2 Payment Gateways	
Software	Yoast SEO, Contact forms 7, Monster Insights, Child Theme	
Domain Name	Free Domain name for .co.za. Get a free domain when ordering any package	
More Comprehensive Themes	Choice of over 250+ Custom Themes. More versatile designs. Easily Edit your own website (1 hour training included). Fully Customizable theme.	<b>cost not included (you already own 2 domains)</b> <b>NO COST</b>
theme of choice will be Flatsome		<i>valued @ R2000</i>
Pages	Contact Us, About Us, Services & Products, Front Landing Page	if customer does not have staff / time to add content over time we can help with that billed per hour depending on scope
Social Media & Search	Google, Bing, Facebook & Instagram (existing pages)	
Analytics	Analytics Tracking with Google from Day One	
Managed Hosting	<b>Faster commercial grade hosting. Local Hosting at best competitive Rate (25 GB 50 email accounts)</b>	<b>NOT NEEDED (EXCLUDED FROM COSTING)</b>
E-Mail	Up to 50	
Web-Mail	Signup Page or Widget in Footer. Collect visitors email addresses	
Linked to Social Media	Links to your pages in header or footer (Widget for easy sign up)	
Live Chat	Live Chat if needed (for page visitors)	
Wildcard SSL Security	Auto Renews every 12 months. <b>More comprehensive security. Improved SEO. One of the most secure types of ssl</b>	<i>valued @ R1999 per year</i>
Contact Page	Your business location listed on required pages, Accurate google maps page.	just for contact details for customer service
Social Media Business Pages	New Page with branding and required tabs (facebook)	setup of website product catalogue with facebook some integration needed for SEO facebook catalogue for woocommerce
Google Business Listing	New page with location, cover & logo (business listing)	
Facebook Analytics	Implementation of tracking for sales leads on forms	
Branding (Logo & Corporate Identity)	Logo as per client requirements ( <b>3 examples</b> )	<b>NO COST (CUSTOMER HAS BRANDING)</b>
Backups	<b>Daily</b> backups with cloud service and local storage	
Next Level Site Speed	WP Rocket Caching Software ( <b>SEO</b> )	<i>valued @ R750</i>
		<b>R14995 once off</b>
<b>NEGOTIABLE TIME BASED ON CLIENT</b>	Monthly retainer includes hosting & 3 Hours Support	<b>not needed</b>
Notes:	1. We use the most <b>reliable &amp; professional Hosting Provider in the country - Hetzner</b> . We can offer managed hosting on our mid range & corporate customers at a better rate because we are a reseller of their service. 2. To guarantee uptime & quality of service we offer support time at a monthly discounted rate. This includes updates, backups and security. Any time left can be used to make edits or add content to your website	



# Paid Advertising Packages

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- Google
- Facebook
- Instagram
- LinkedIn

for 1st Month the client is not charged time. Only Ad Spend

Ad Spend Budget	Description of services included	Cost
R1 - R3000	1 Hour. Only 1 hour is required to create sufficient ad creatives and monitor outcome	R550 per hour
R3001 - R5000	2 Hours.	
R5000 - R1000	3 Hours.	
R10 000 and upwards	15% of Total Ad Spend	
Facebook Pixel Installation	Analytics for Facebook & Instagram (required)	1 Hour @ R550
Google Analytics & Goal	Tracking of conversions with a goal to trigger (required)	1 Hour @ R550
Analytics Report	Included with all packadges, sent monthly to admin or client email	
Notes:	<p>1. Ad spend budget is loaded on advertising platform of choice, client is added as admin or at least can have direct acces to monitor ad spend. Client is billed for ad spend directly on invoice, the same amount is then loaded on ad account. Our time for service provided is clearly indicated on costing</p> <p>2. PPC adevertising is not always a guarantee of sales, however we are fully transparent in the results of campaigns and constantly monitor performance to assure no unecessary budget is wasted on low performing ad sets.</p> <p>3. We do not run campaigns without proper analytics in place. We either install analytics for the cleint or work with existing developer to ensure the tracker is working</p>	



# SEO Task List Packages

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Ad Spend Budget	Description of services included	Cost
Full Online Presence Audit & Report	No Cost. Will do a audit in order to quote on tasks needed and mailed to client	Included
On-Site Packadge (up to 15 pages)	4 Hours. For main landing pages, technical tasks needed for example, Google intergration, meta tags.	4 hours @ R500 per hour
Social Media Tasks	per hour To be quoted based on client needs.	R500 per hour
Google My Business Tasks	2 Hours. Get listing claimed & optimized for better visibility on search pages	2 hours @ R500 per hour
Off Site SLA Retainer (Content Creation)	Ongoing Effort to create backlinks and reputation outside of client website. Time quoted as required	Quoted per hour + Costs to post guest articles on other reputable websites
On Site Data Entry (optimization of pages not included with initial On Site Packadge)	Ongoing copywriting and SEO of existing pages where large number of pages must be optimized. Example E-commerce	Quoted per hour based on client need
Notes:	1. We require to at minimum start with On Site package in order to progress on the next steps. Results are less than optimal of website On Site tasks are not in place. 2. Off site tasks are an effort to create reputation and back links. Creating content for client website or posting on reputable websites 3. Targeted keyword are used based on clients needs. We might recomend some less popular less competitive keywords and discuss with client.	

Online Marketing Services				
Facebook				
	Description of service	Cost (quoted based on clients needs)		
Posting Frequency (per week)	frequency determined by client	R100 per post		Number of posts decided by client per week (per post)
Page and cover artwork		R 350		Create page and cover artwork (graphic design)
Tabs from Template	included in page creation			Can choose from a list of tabs we have
Special Tabs	included in page creation			Can have us make a special tab not in our list
Tabs custom for mobile	included in page creation			Tabs all made so mobile devices can access them.
events and contests	contact us depends on scope			Create and host events and contests on the page
linked to other social media	included in page creation			Create tabs and links on the page to other company pages
ad campaigns*	client decides budget	R450 p/h		Create special ad campaigns to get high engagement on posts
Paid ads (promote page)*	client decides budget	R450 p/h		Create a page promotion campaign to get more fans
Customer Service	Customer Service on messenger	R100 per day		5 days a week we will interact with and answer customers
Page setup		R 450		General page setup
Cross media contests	contact us			Will host contests that cross over to other social media
Strategy meetings with clients	contact us monthly report included with all packages			Frequency of meetings to discuss progress and strategy (once per month recommended)
				* Client chooses ad budget - min. R100 per day (R500 per day for decent pixel data)
				This is ad spend to Facebook and billed from Facebook directly
Google Business Listing				
Optimization of existing page	Old pages are claimed & verified	R 450		Many listing already exist & underperform we claim the page under your name and optimize it
Cover artwork	included with new pages	R 350		Create page and cover artwork (also logo is installed)
Linked to other social media	included with page creation			Create tabs and links on the page to other company pages
Page setup		R 450		Initial page set up for Google +
Strategy meetings with clients	contact us monthly report included with all packages			Frequency of meetings to discuss progress and strategy (once per month recommended)
YouTube				
Channel Creation	New Page with branding	R 450		Initial channel creation
Channel artwork	included with new pages	R 350		Create page and cover artwork
Thumbnail creation	included with new pages	R 250		Create custom, optimized thumbnails for each video
Posting frequency	Post videos provided by clients with thumbnails artwork & SEO included	R 450		Frequency decided by client
linked to other social media	included with new pages	R 200		Connect the channel to other social media
Strategy meetings with clients	contact us monthly report included with all packages			Frequency of meetings to discuss progress and strategy (once per month recommended)
LinkedIn				
Company page setup	new page or optimization of existing listing	R 450		Set up a LinkedIn company page
Group creation	new group	R 350		Create and develop a group
Business page posts	no	R 100		Create posts on the company/business page
Linked to other Social Media	pages are already linked when created			Connect the page to other social media sites
Strategy meetings with clients	contact us monthly report included with all packages			Frequency of meetings to discuss progress and strategy (once per month recommended)
Instagram				
Art and Page setup	New page with branding or optimization of an existing page			Create and set up a company Instagram account
Connect to FB	included with any new page or modification of existing pages			Link the account to a Facebook page
Fan interaction	Customer service replies to fans on page	R100 per day		Engage fans on the page (5 days per week)
contests and campaigns	contact us depends on scope			Create and host events and contests on the page
posting frequency	client determines frequency	R100 per post		Number of posts per week decided by client
Extra Options	Description	Cost		
AdWords by Google	Create and run google ads that show on searches for relevant topics	Contact US (budget decided by client R450 p/h to run campaigns)		
Extra Graphic design	Create special and custom graphics for any type of use	R450 an hour		
Logo creation	Create different logo ideas for your company or brands	R450 an hour		
web design	Design and create any type of website or landing page	R450 an hour (please see package deals for better value includes many features)		
Logo animation	Animate your logo	R450 an hour		
Website SEO	Optimize your website's SEO (Search Engine Optimization)	R450 an hour		
Staff training session	Train your staff on how they can help the companies social media	R450 an hour		
Website review	We will review your website and give helpful feedback	(free consultation for new clients)		
Website SEO full report	Analyse your website's current SEO and give detailed report	R450 for 1 Consultation (only 1 hour is needed for on site spec)		
Translation	Translate any English to Khmer or Khmer to English	R450 per 500 words (any language)		
Professional copy editing	Professionally edit documents in English	R150 per 500 words		
mobile app creation	Create an app for the phone (iOS or Android)	Contact us (depends on scope)		