

RATE CARD WEB DESIGN // DEVELOPMENT



Basic	Standard	Business / Corporate	NGO / Organization	Ecommerce
Personal brands, portfolios, event pages, landing pages Timeline: 5-7 working days	SMEs, startups, professionals Timeline: 7-14 working days	Corporates, institutions, established businesses Timeline: 14-21 working days	NGOs, CBOs, Foundations, Churches Timeline: 21-30 working days	Online shops, product-based businesses Timeline: 21-45 working days
KES 25,000 – 50,000	KES 50,000 – 90,000	KES 90,000 – 180,000	KES 120,000 – 250,000	KES 120,000 – 250,000
<ul style="list-style-type: none"> ✓ Custom homepage design ✓ Mobile-responsive ✓ Different sections ✓ WhatsApp integration ✓ Basic SEO setup ✓ Contact form 	<ul style="list-style-type: none"> ✓ Custom UI design ✓ 3-5 internal pages ✓ Mobile & tablet responsiveness ✓ Contact form + Google Maps ✓ Basic SEO optimization ✓ Appointment scheduling 	<ul style="list-style-type: none"> ✓ Strategic UI/UX design ✓ 6-10 custom pages ✓ Blog/News Section ✓ Content Management ✓ Team / portfolio pages ✓ Advanced contact forms ✓ SEO-ready structure ✓ Security & performance optimization ○ Multilingual setup (optional) 	<ul style="list-style-type: none"> ✓ Story-driven UI/UX design ✓ Programs / Projects pages ✓ Donations integration (M-Pesa, PayPal, Others) ✓ Reports & publications library ✓ Events calendar ✓ Volunteer / Membership forms ✓ Multilingual setup (optional) ✓ CMS training session 	<ul style="list-style-type: none"> ✓ Custom storefront design ✓ Product & category setup ✓ Shopping cart & checkout ✓ Payment integration (M-Pesa, Cards) ✓ Inventory management ✓ Order notifications ✓ Customer accounts ✓ Basic SEO & speed optimization

ADD ONS

DOMAIN, HOSTING & TECH SETUP

Domain Registration	2,000 – 3,000 / year
Hosting	7,000 – 15,000 / year
SSL Certificate	3,000 – 10,000 / year
Professional Email Setup	3,000 – 8,000

ADD ON SERVICES

Website Redesign	50% – 70% of new site cost
Additional Page Design	5,000 – 15,000
Custom Forms	5,000 – 15,000
Live Chat Integration	5,000 – 15,000
API / Third-Party Integration	10,000 – 50,000
Basic SEO Setup	15,000 – 40,000
Google Analytics & Search Console	5,000 – 15,000

MAINTENANCE & SUPPORT PACKAGES

Monthly Website Maintenance	KES 5,000 – 20,000 / month
Includes: Software updates	
Security monitoring	
Monthly backups	
Minor content updates	
Uptime monitoring	

HOURLY & CUSTOM DEVELOPMENT

Web Design (Hourly)	3,000 – 5,000
Web Development (Hourly)	4,000 – 6,000

PAYMENT TERMS & POLICIES

- 50% deposit before project commencement
- 50% balance upon completion
- Timeline starts after content & deposit are received
- Hosting, domain & plugins billed separately unless stated