

Website Silk – 2024 Retainer Services & Packages

Retainers are paid monthly in advance and can be halted with 1 month's notice at any time. No laborious contracts to lock you in; we serve you such that you WANT to continue working with us.

Our Standalone Retainer Services menu:

<p>Website maintenance & ongoing SEO within 3 business day SLA. Relevant for businesses with often-changing content; else updated ad hoc. This is for content changes and concomitant SEO adjustments. It is not for new pages, sections, layout changes or major SEO initiatives – these are quoted tasks.</p>	R1000pm
<p>Monthly Analytics reports, with insights (as input to SEO tweaking required above).</p>	R700pm
<p>Google Ads Management including detailed month-end report. Includes addition of negative terms, tweaking of bids & settings, assessing trends, dealing with Google re issues. Covers 1-3 campaigns max, of 250 search terms per campaign p.m. max, else R500 per additional campaign / excess search terms (also applies to packages).</p>	R1300pm
<p>Newsletter Management including a performance report. Includes updating of subscriber database, drafting newsletter, sending, monitoring.</p>	R3200 per newsletter
<p>Facebook Management including detailed report. Posts, interactions, invites at least 70% of business days. 1 paid campaign per month as requested. Dealing with Facebook re marketing issues.</p>	R5000pm
<p>Instagram Management including a high-level monthly report. 3 posts per week in storyboard format, and interactions.</p>	R800pm

Our Discounted Packages Retainer Services menu:

<p style="text-align: center;">Website & Analytics Package:</p> <ol style="list-style-type: none"> 1. Website Content updates within SLA 2. Monthly Analytics Report with Insights 3. Ongoing SEO in line with changes and insights <p>R1700 discounted to R1 600pm</p>	<p style="text-align: center;">Website, Analytics & Google Ads Package:</p> <ul style="list-style-type: none"> • Google Ads Management with Report • Website Content updates within SLA • Monthly Analytics Report with Insights • Ongoing SEO in line with changes & insights <p>R3 000 discounted to R2 750pm</p>
<p style="text-align: center;">Best Value Package:</p> <ul style="list-style-type: none"> • 3 Newsletters p.a. • Google Ads Management with Report • Website Content updates within SLA • Monthly Analytics Report with Insights • GMB support where required • Ongoing SEO in line with changes & insights <p>R3000 + (R3200x3/12) = R3 800 discounted to R3 450pm</p>	<p style="text-align: center;">Pro Package:</p> <ul style="list-style-type: none"> • Facebook and/or Instagram management • 4 Newsletters p.a. • Google Ads Management with Report • Website Content updates within SLA • Monthly Analytics Report with Insights • GMB support where required • Ongoing SEO in line with changes & insights <p>R3000 + R5800 + (R3200x4/12) = R 9 866 discounted to R9 200pm</p>
<p>PLEASE NOTE:</p> <ol style="list-style-type: none"> 1. Our work includes a detailed monthly report so you know exactly what your spending is for. 2. CPI influenced increases apply once a year, usually at beginning of calendar year. 3. The time/energy-intensity of the Pro Package (usually done by a fulltime person in-house), means we only serve a few pro clients at a time; new clients may need to queue for a slot. 	

If you would like a different combination of services, please let us know, to custom-quote you?