

Website Silk – 2022 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:

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.	R900pm
Monthly Analytics reports, with insights (as input to SEO tweaking required above).	R600pm
Google Ads Management including detailed month-end report. Includes addition of negative terms, tweaking of bids & settings, assessing trends, dealing with Google re campaign issues. Covers 1-3 campaigns max, else R500 per additional campaign (also in packages).	R1100pm
Newsletter Management including a performance report. Includes updating of subscriber database, drafting newsletter, sending, monitoring.	R2800 per newsletter
Facebook Management including detailed report. Posts, interactions, invites at least 70% of business days. 1-2 paid campaigns per month as requested. Dealing with Facebook re marketing issues.	R3300pm
Instagram Management including a high-level monthly report. 6 posts per week in storyboard format, and interactions.	R800pm

Our Discounted Packages Retainer Services menu:

<p>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>R1500 discounted to R1 380pm</p>	<p>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>R2 600 discounted to R2 400pm</p>
<p>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 • Ongoing SEO in line with changes & insights <p>R2600 + (R2800x3/12) = R3 300 discounted to R3 000pm</p>	<p>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 • Ongoing SEO in line with changes & insights <p>R6 700 + (R2800x4/12) = R 7 633 discounted to R7 200pm</p>
<p>Social Media Package:</p> <ol style="list-style-type: none"> 1. Facebook Management 2. Instagram management <p>R4100 discounted to R3 900pm</p>	<p>PLEASE NOTE:</p> <p>The time/energy-intensity of the Pro Package (usually done by a fulltime person in-house), means we only serve a few clients with this at a time; new clients may need to queue for a slot.</p>

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