



Creative Web Design is a web strategy consulting firm that serves as an outsourced digital marketing team. We help implement a Web Strategy System for clients who want more leads, more customers and more revenue. The commitment, is helping you make the most of the web and delivering value.

CWD was started in 2000 and is based in Pretoria, Gauteng by it's founder Morne Boshoff. We service clients throughout South Africa.

Our mission is to empower and build highly effective virtual digital teams that can serve a client at a high level, with leading social and digital campaigns.

Digital Strategies in today's market includes

- Domain Registration
- Web Site Hosting
- Web Site Design
- Landing Pages
- List Building
- Search Engine Optimisation (SEO)
- Organic Listings on Search Engine Results
- Search Engine marketing (SEM)
- Pay per click (CPC)
- Advertising Strategies on Google, Facebook, Instagram and LinkedIn



Under the CWD umbrella we have launched the following two brands to help you further, The Digital Mastermind filled with digital marketing resources and Fresh Trend Digital a free online magazine filled with useful industry tips.

We understand that each client is unique and different.

It is necessary to tailor make a solution to help you reach your objectives.

The price plans below serves as a guideline.

Building your first website or looking to find a new online home?

An online presence starts with a domain name to secure your online parking spot that protects your brand.

Domain Registration / Renewal

.co.za	R 160
.com/.net/.org/.info/.biz	R 300

If you're new to the world of web hosting, our Linux packages are the best place to start. you'll still receive a powerful web hosting platform to host your web content and your email

Our easy-to-use, hosting packages are the perfect launch pad for your online success.

Web Site Hosting

CWD Web Hosting (Monthly Service Fee) – monthly contract – 30 days notice required			
Basic: R 50 pm	Standard: R 100 pm	Medium: R 200 pm	Advanced: R 500 pm
<ul style="list-style-type: none"> • 1 Domain • 1GB Web Space • 5 Mailboxes@yourdomain • 5 Fax 2 E-mail numbers, • FTP Access, PHP, CGI Bin • No Database • LetsEncrypt SSL <p>Perfect For</p> <ul style="list-style-type: none"> • Start ups • Entrepreneurs • Small Web Sites • Individuals • Personalised e-mail 	<ul style="list-style-type: none"> • 1 Domain • 5GB Web Space • 10 Mailboxes@yourdomain • 10 Fax 2 E-mail numbers • Full FTP Access, PHP, CGI Bin • 5 MySQL database • WordPress ApplInstaller • LetsEncrypt SSL <p>Perfect For</p> <ul style="list-style-type: none"> • Small Businesses • Hotels and restaurants • Professional bloggers • Freelance writers • Photographers 	<ul style="list-style-type: none"> • 1 Domain • 10GB Web Space • 20 Mailboxes@yourdomain • 20 Fax 2 E-mail numbers • Full FTP Access, PHP, CGI Bin • 10 MySQL database • WordPress ApplInstaller • LetsEncrypt SSL <p>Perfect For</p> <ul style="list-style-type: none"> • Medium Businesses • Agents and Manufacturers • Distributors • Freelance writers • Photographers 	<ul style="list-style-type: none"> • 1 Domain • 20GB Web Space • 50 Mailboxes@yourdomain • 50 Fax 2 E-mail numbers • Full FTP Access, PHP, CGI Bin • 30 MySQL database • WordPress ApplInstaller • LetsEncrypt SSL <p>Perfect For</p> <ul style="list-style-type: none"> • Medium to Large Businesses • Estate Agests • Professional bloggers • Freelance writers • Photographers

Additional Services

Domain Hosting / Domain Parking	R 10 pm
Domain Pointing	R 10 pm



Web Site Design

In today's market place there are two main types of websites

Landing Pages and Web sites



Landing Pages

Landing pages are used to create a sales funnel that leads to a clear call to action such as acquiring a prospects e-mail address, download an ebook or to generate a lead or sale for conversion.

A landing page will usually be used with a Google, Facebook or LinkedIn Ad.

1 Page Web Site Call to Action Form Thank you page	R 2 000 (once off) per landing page or funnel
Per additional page	R 200 per additional page
Updating when required	R 300 ph
Updating Service level Agreement	R 200 per month

Web Sites

Web sites are now used more as a point of reference for the presence such as a portfolio or catalogue a point where a user can obtain more information, the main objective is to position a high organic position.

Static Web Design

5 Page Web Site Built in html	R 4 000 (once off)
Per additional page	R 200 per additional page
Updating when required	R 300 ph
Updating Service level Agreement	R 200 per month



Dynamic Web Design

A dynamic web site enables one to do maint

5 Page Web Site WordPress Plugins included in package <ul style="list-style-type: none"> • Wordfence security • Yost SEO for seo • Social Pug for social sharing • Contact forms 7 	R 5 000 (once off)
Per additional page	R 200 per additional page
Additional Plugins	Quote per plugin based on availability and functionality
Updating when required	R 300 ph
Updating Service level Agreement	R 200 per month
Training on how to use your web site	R 1 000 once off

For advanced functionality

Quotation based on the needs of the site.

Graphic Design

The starting point of a good brand is your corporate image.

Please note the cost below excludes printing is for design ONLY

Logo Design

R 800	R 1 200	R 1 800
<ul style="list-style-type: none"> • 2 logos • Choose one get up to 3 changes on chosen logo • You get the pdf, ai, jpg, png, psd 	<ul style="list-style-type: none"> • 4 logos • Choose one get up to 6 changes on chosen logo • 1 x letterhead • You get the pdf, ai, jpg, png, psd 	<ul style="list-style-type: none"> • 6 logos • Choose one get up to 8 changes on chosen logo, • 1 x letterhead • 1 x email signature • You get the pdf, ai, jpg, png, psd

Corporate ID –R 1 900

- Logo
- Business Card
- Brochure A4 Tri-fold
- Letterhead
- E-mail Signature
- Folder design
- Company Profile



Description	Price	Unit	Extras
Info Graphic	R 600	Per info graphic	Each design project includes 3 sets of changes Thereafter R 150 per change
Social posters	R 250	Per poster	
Power Point Presentations	R 600	10 slides	
Lead Magnet	R300	Per page	
Flyer Design	R 350	Per Side	
Brochure Design	R 350	Per Side	
Signage Design	R 250	Per Hour	
Catalogue design and set up – 14 pages	R 900	per extra page R 120	
Image Editing	R 70	per image	
Diaries	R 350		
Invitations	R 250		
Calendars	R 300		
Name tents	R 150		
Pull up banner design	R 550		



SEO Strategy

Search Engine Optimisation is the process of achieving organic positioning on search engine results pages known as (SERPS)

	R 1 600 once off	R 2 000 pm
Search Engine Submission: Google, Bing and Yahoo	✓	✓
Site Verification: Verify that the site has been indexed	✓	✓
Google Analytics	✓	✓
Metta tags (Title and description)	✓	✓
Xml sitemap	✓	✓
Standard Metta Tags: Title and Description	✓	✓
Baic Keyword Analysis	✓	✓
Custom 404 error page set up	✓	✓
Local SEO: www.hotfrog.co.za , www.cylex.co.za , www.sayellow.com , www.brabys.com	✓	✓
SEO Audit		✓
Competitor Analysis		✓
Html sitemap		✓
Images sitemap		✓
Video sitemap		✓
Robots metta		✓
Keyword research		✓
Google+ Business Profile setup and optimisation		✓
Information architecture audit		✓
Onsite-optimisation		✓
Alternate text added to images		✓
Progressive monthly optimization		✓
Ongoing SEO		✓
Monthly SEO Reporting		✓
Competitor Analysis: between top 4 competitors		✓



Social Media Strategies

We cover the following Social Media Profiles: Facebook, Twitter, Google Plus, Instagram, Pinterest, LinkedIn & Youtube.

Starter Packages: Social Media Profile Pages

- Set per social profile R 700
- Set up social account
- 3 Images to choose from

Intermediate: Social Media Packages Content Strategy

These packages do not include promotions, competitions, boosted posts, or managed ads. However, they will leave your business's social profiles looking beautiful & active.

Essential: R 1 500pm	Excel: R 2 500pm	Elite: R 3 000pm
<ul style="list-style-type: none"> • Digital Audit • 1 Profile Cover Pic. • Do 3 posts a week • 3 Content creation posts per week • Facebook, Twitter, LinkedIn & Google Plus 	<ul style="list-style-type: none"> • Digital Audit • 2 Profile cover Pic adjust them when necessary. • 5 daily posts (Mon-Fri) • 5 Daily Content creation (Mon – Fri) • Post content to 15 groups • Facebook, Twitter, LinkedIn & Google Plus. 	<ul style="list-style-type: none"> • Digital Audit • 4 Profile cover Pic adjust them when necessary.. • 7 daily posts (Mon-Sun) • 7 Daily content creation (Mon-Sun) • Post content to 25 groups • Facebook, Twitter, LinkedIn & Google Plus.

Comprehensive Social Media Packages

These packages are perfect if you want to get the most out of your Social Media platforms! They include regular, beautiful posts, campaigns, competitions, integrations, boosted posts & ad management.

1 Channel: R4 500 pm	
<ul style="list-style-type: none"> • Digital Audit • Daily Posts • Social Tracking Pixel / Code • Targeted Advertising Management • Monthly Content Generation • Monthly Social Report • Monthly Campaign • Backlink Building from profile updates 	R 700 per additional channel (social media platform)

Please note the ad spend on Google Ads and Face Book Ads are for the clients account specifications

Optional Extras:

- Digital Marketing Strategy and Implementation Sessions – R 1 200 per day on site
- Weekend Posting - R 250 per weekend
- Extra Content for posts - R 350
- Extra Posting per day – R 200 per post
- Photography of business products (for less than 20 products) – R 1 650
- Set up of Facebook Admanager – R2 500, consulting R 400 per hour thereafter
- Set up of Google Adwords account – R 2 500 consulting R 400 per hour thereafter
- Training on managing your social media R 1 000 per training session
- Training for media creation for social media R 1 000 per training session