

# PINCH

Website Design & Development

Core Capabilities & General Rate Card

*"Development That Actually Delivers."*

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# Core Capabilities

## Development

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- **We Are a Development Specialist Agency:** *We can work in most common CMS platforms such as WordPress, Magento2, Shopify, Headless CMS Solutions.*
- **Front End Development:** *HTML / CSS / JS*
- **Coding Languages:** *PHP (various frameworks such as Cake and Laravel), React.JS, Firebase*
- **Data Visualisation and Interactive Content:** *More for marketing agencies to improve Link Building and PR campaigns*
- **Email Development:** *We can of course also design the emails for you*

## Design

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- **Graphic Design:** *Brochures, documents, ad creative etc*
- **Branding and Illustrations:** *This is one of our designer's specialist areas*
- **UI / UX Design:** *From wireframes through to full website designs*

## Supporting Services

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- **Technical SEO:** *We can produce an SEO Audit along with working through the technical optimisation tasks*
- **Content Population:** *Blogs, products, core pages, images etc*
- **Testing and Responsive Optimisation:** *For new or existing websites*
- **Google Analytics:** *Integration and configuration of Google Tag Manager, GA4 and custom dashboards.*
- **Project Management:** *Including client support project scoping and brief creation (we can help plan the project)*

# Rate Card

So the big question is... how much is it going to cost? We don't like to work on billable day rates as this is not the most profitable way to collaborate with our partners. Instead, **we always try and provide a fixed cost for any project that you bring to us** as this allows you to better manage your profit margins and client expectations. The rates below, are for ad hoc work and are a guideline for our ideal rates if the project has the budget.

## Skill / Team Member

## Hourly Rate

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**Bespoke PHP Development :** *High level PHP development by our Senior Developer with 16 years experience, this includes the ability to work with a wide variety of ORM's.*

**£56.25**

**General & CMS Development :** *This covers a variety of different platforms such as WordPress / Shopify, and also other development outputs such as React.JS, email development, front end work etc.*

**£50**

**Website / Graphic Design & Illustration:** *We can assist with a wide variety of design areas as outlined in the core capabilities side previously.*

**£50**

**Supporting Services:** *Covering all of the services that have been outlined in the previous slide.*

**£43.75**

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**Note:** *All costs quoted above are subject to VAT*