

SERVICE CATALOGUE · WEB DEVELOPMENT & SEO

Build once. Grow continuously.

Fast, accessible websites with the SEO foundation your business needs to actually be found. Every engagement is scoped, priced, and delivered transparently.

5+

YEARS SHIPPING FOR CLIENTS

30+

SITES LAUNCHED & MAINTAINED

≤ 2d

QUOTE TURNAROUND

01

Build

Pick a website package below. Scoped and quoted up front, billed once per project.

02

Run

Pair it with a monthly plan. Hosting, domain and SSL, security updates, backups, and monitoring are included by default, so you never manage servers.

Website packages

One-time engagements priced by scope, billed per project.

MOST CLIENTS START HERE

Growth Business Website

From \$2,500.00

Range \$2,500.00 – \$6,000.00

A professional multi-page website for businesses that need to explain their services, build trust, and win more inquiries. **A focused set of pages, built for you and updated for you (no CMS to manage).**

- Up to **6–8 primary pages**
- Custom responsive design
- Service, about, testimonial, gallery, FAQ, and contact pages as needed
- Basic contact, inquiry, or booking form
- Google Analytics and basic conversion tracking
- Essential on-page and technical SEO
- Performance optimization
- Deployment and domain connection assistance
- Up to 2 major revision rounds
- **Best for** local businesses, consultants, professional service providers, clinics, salons, restaurants, and agencies.
- **Does not include** a CMS (we handle content updates for you), large content migrations, member login, online payments, custom dashboards, or operational business workflows.
- Final pricing depends on page count, copywriting needs, and custom sections.

Online Store

From \$5,000.00

Range \$5,000.00 – \$13,000.00

A custom online store for businesses ready to sell directly from their own website. **Catalog, checkout, payments, and shipping on a store you own, not a marketplace.**

- Custom store design that matches your brand
- Product catalog with categories and variants
- **Product management CMS** so you add and edit products yourself
- Shopping cart and secure checkout
- **Payment gateway integration** (Midtrans, Xendit, Stripe, or PayPal)
- Shipping rates and delivery options (RajaOngkir or Biteship for Indonesia)
- Order notification emails and WhatsApp handoff
- Store SEO and e-commerce analytics tracking
- Performance optimization
- Deployment and domain connection assistance
- Store management training
- Up to 2 major revision rounds
- **Best for** retail brands, fashion, F&B, and businesses moving beyond marketplace-only selling.
- **Does not include** multi-vendor marketplaces, subscription billing, or ERP/POS/inventory integration; those are scoped as a Web Application project.
- Final pricing depends on catalog size, payment and shipping integrations, and any custom order workflows.

Corporate Website & Redesign

From \$6,500.00

Range \$6,500.00 – \$16,500.00

A complete design and development service for established companies, professional firms, organizations, and content-heavy websites, as a new build or a full redesign. **A reusable template system plus a CMS, so your team manages content without a developer.**

- Complete visual design or redesign
- Approximately **8–12 reusable page templates**
- **CMS included** for articles, team profiles, services, or structured content
- Existing website and content audit (for redesigns)
- Responsive frontend development
- WordPress or legacy-site migration within an agreed scope
- Forms and document uploads where required
- Google Analytics and event tracking
- Technical SEO migration, URL redirects, and Google Search Console
- Performance and accessibility improvements
- CMS training
- Up to 2 major revision rounds
- **Best for** established companies, firms, and organizations with large or growing content.
- Final pricing depends on the number of unique templates, content volume, integrations, migration complexity, and CMS requirements.

Web Application & Custom Platform

From \$15,000.00

A custom web application for businesses that need user accounts, databases, dashboards, payments, bookings, or operational workflows.

- Customer, member, or staff login
- Custom database architecture
- Roles and permissions
- Admin dashboard
- Booking, payment, ordering, or other workflows
- API and third-party integrations
- Notifications and automation
- Custom reporting where required
- Deployment and basic technical documentation
- **Best for** SaaS products, customer or member portals, internal dashboards, booking systems, custom commerce platforms (multi-vendor, subscriptions, ERP/POS), and platforms with custom roles.
- Final pricing depends on features, user roles, workflow complexity, integrations, security requirements, and operational needs.

Monthly support

Every website we build can pair with a monthly plan, so you never manage hosting or maintenance yourself.

INCLUDED IN EVERY PLAN

The essentials are covered by default. No separate hosting bill.

Managed hosting

Domain & SSL management

Security updates & backups

Uptime monitoring

Website Care

From \$500.00 /mo

Routine support to keep the website healthy, secure, and working properly.

- Managed hosting, domain, and SSL included
- Website health checks
- Dependency and security updates
- Form checks
- Minor bug fixes
- Small content changes
- Short monthly summary
- Approximately **2–4 hours** of support per month
- **Does not include** major new features, full page redesigns, large integrations, or development beyond the monthly allocation.
- Plan pricing covers websites; web applications and online stores get a separate support quote.

BEST ONGOING VALUE

Website Growth

From \$1,500.00 /mo

Range \$1,500.00 – \$2,500.00 /mo

Ongoing monthly support for maintenance, technical SEO, analytics, content, and gradual website improvements.

- **Everything in Website Care**
- Google Search Console and analytics monitoring
- Technical SEO improvements
- Metadata and internal-link improvements
- Minor design, performance, and conversion improvements
- Content updates or publishing as an optional use of monthly hours
- Traffic and search-performance summary
- Approximately **10–15 hours** of support per month
- Article publishing can use the monthly hour allocation. Major features and separate projects will receive an additional estimate.
- Plan pricing covers websites; web applications and online stores get a separate support quote.

Development Partner

From \$3,500.00 /mo

Reserved monthly development capacity for businesses that need ongoing website or product development.

- Allocated development hours each month
- New pages and components
- Feature development
- API integrations
- Experiments and conversion improvements
- Improvements to existing systems
- Priority support
- Monthly work planning
- Hours, scope, response times, and priorities are defined in the retainer agreement.
- Plan pricing covers websites; web applications and online stores get a separate support quote.

Application & Store Care

Custom quotation

Monthly support for web applications and online stores, where uptime, data, and payments are at stake.

- Uptime and error monitoring
- Database backups and restore checks
- Dependency and security updates
- Payment gateway and integration incident handling
- Bug fixes with agreed response times
- Small feature iterations each month
- Scope and pricing are quoted per application after a short technical review.

Optional add-ons

Extend any package. Scoped and priced with your project quote.

Content Management System

From \$1,500.00

A CMS for managing articles, services, team profiles, projects, galleries, promotions, or other website content without editing code.

- Custom content fields
- Image and document uploads
- Draft and publishing workflow
- Editor access
- Content relationships
- Basic CMS training
- **What sets the price within the range:** the entry price covers one content type (e.g. a blog) with editor access and publishing workflow
- Mid-range adds more content types such as services, team profiles, or galleries
- The top of the range covers multiple editors with roles, approval workflow, and relationships across content types
- A CMS may already be included in the Online Store, Corporate Website, and Web Application packages when required.

Content Migration

From \$500.00

Migration of pages, articles, images, documents, metadata, and content from WordPress or an existing website.

- Pricing depends on content volume, formatting complexity, source quality, and whether migration can be automated.

Advanced Form or Booking Flow

From \$750.00

An advanced form for bookings, service requests, file uploads, branch selection, or custom confirmation flows.

- Conditional fields
- Service or branch selection
- File uploads
- Email notifications
- WhatsApp handoff
- Calendar integration
- Spam protection
- Custom confirmation flow
- **What sets the price within the range:** the entry price covers a booking form with service selection, preferred dates, and email/WhatsApp notifications
- Mid-range adds a real-time availability calendar with Google Calendar sync and automatic reminders
- The top of the range covers multiple staff or branch calendars, reschedule/cancel links, and deposit payments
- A basic contact form is already included in the relevant website packages.

Advanced Analytics & Conversion Tracking

From \$750.00

Advanced analytics tracking for funnels, custom events, ecommerce, Mixpanel, dashboards, or more complex conversion requirements.

- Custom event architecture
- Funnel tracking
- Ecommerce tracking
- Mixpanel integration
- Custom dashboards
- Cross-domain tracking
- Consent-aware tracking configuration
- Basic Google Analytics and conversion tracking are included in the relevant website packages.

SEO Strategy & Content Optimization

From \$1,000.00

SEO strategy covering keyword research, search-intent mapping, content optimization, internal linking, and organic growth opportunities.

- Keyword research
- Competitor research
- Search-intent mapping
- Content recommendations
- On-page content optimization
- Internal-linking strategy
- Local SEO
- Structured-data planning
- Large website SEO migration planning
- **What sets the price within the range:** the entry price covers on-page optimization and keyword mapping for a small site
- Mid-range adds competitor research and a content strategy across a growing page set
- The top of the range covers SEO migration planning for large sites with extensive existing content
- Essential technical SEO is included in the relevant website packages. Guaranteed rankings are not offered.

Multilingual Website

Custom quotation

Support for websites with two or more languages, including URL structure, CMS configuration, metadata, and content management per language.

- Translation and copywriting are not included unless quoted separately.

Chatbot & AI Assistant

From \$1,600.00

A website assistant that guides visitors to the right service and captures leads, with an optional AI-powered version.

- **Guided chatbot** with question menus, routing per service or branch, and WhatsApp/email handoff
- **AI chatbot** that answers freely based on your website content, with human escalation and email transcripts
- Lead capture into your inbox
- Custom look that matches your brand
- **What sets the price within the range:** the guided chatbot sits at the entry price; the AI-powered version at the top
- Monthly AI API usage is paid directly by the client
- Knowledge is limited to website content; internal data integrations are scoped as a Web Application.

External Service Integration

Custom quotation

Integration with CRM platforms, email marketing tools, payment gateways, calendars, automation tools, or third-party APIs.

- Third-party subscription and usage fees are paid directly by the client.

GOOD TO KNOW

- Prices are initial estimates and may change based on scope, complexity, page or template count, content, integrations, and timeline.
- Without a monthly plan, hosting, domains, business email, paid CMS plans, fonts, plugins, stock assets, and third-party services are paid directly by the client.
- Deployment, domain connection, and basic configuration assistance are included where stated in the selected package.
- Every project receives a final estimate and agreed scope before work begins.
- Features or work outside the agreed scope will receive a separate estimate.

SERVICE CATALOGUE

Ready when you are.

Tell us about your project and we'll come back with a tailored quote within two business days.

www.m-robi.com/en/catalogue · Most replies within 24 hours