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.

Websites from

USD 2,500

Years shipping	Sites launched	Quote turnaround
4+	20+	≤ 2 days

BUILD · ONE-TIME

Pick a website package.

Scoped and quoted up front, billed once per project.

RUN · MONTHLY

Pair it with a monthly plan.

Hosting, domain and SSL, security updates, backups and monitoring are included, so you never manage servers.

INSIDE

01	Website packages	4 packages, from USD 2,500	2
02	Monthly support	4 plans, from USD 250/mo	4
03	Optional add-ons	8 add-ons	6
04	Clients, principles, fine print	Good to know	8

01 Website packages

One-time engagements priced by scope, billed per project. Prices in USD. Indicative AUD: multiply by about 1.5.

MOST CLIENTS START HERE

Growth Business Website

From USD 2,500
RANGE USD 2,500 – 6,000

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**
- Service, about, testimonial, gallery, FAQ, and contact pages as needed
- Google Analytics and basic conversion tracking
- Performance optimization
- Up to 2 major revision rounds
- Custom responsive design
- Basic contact, inquiry, or booking form
- Essential on-page and technical SEO
- Deployment and domain connection assistance

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 USD 5,000
RANGE USD 5,000 – 12,000

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 management CMS** so you add and edit products yourself
- **Payment gateway integration** (Midtrans, Xendit, Stripe, or PayPal)
- Order notification emails and WhatsApp handoff
- Performance optimization
- Store management training
- Product catalog with categories and variants
- Shopping cart and secure checkout
- Shipping rates and delivery options (RajaOngkir or Biteship for Indonesia)
- Store SEO and e-commerce analytics tracking
- Deployment and domain connection assistance
- 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 USD 6,500
RANGE USD 6,500 – 16,500

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
- **CMS included** for articles, team profiles, services, or structured content
- Responsive frontend development
- Forms and document uploads where required
- Technical SEO migration, URL redirects, and Google Search Console
- CMS training
- Approximately **8–12 reusable page templates**
- Existing website and content audit (for redesigns)
- WordPress or legacy-site migration within an agreed scope
- Google Analytics and event tracking
- Performance and accessibility improvements
- 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 USD 15,000

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

- Customer, member, or staff login
- Roles and permissions
- Booking, payment, ordering, or other workflows
- Notifications and automation
- Deployment and basic technical documentation
- Custom database architecture
- Admin dashboard
- API and third-party integrations
- Custom reporting where required

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.

02 Monthly support

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

INCLUDED IN EVERY PLAN				
No separate hosting bill.	Managed hosting	Domain & SSL management	Security updates & backups	Uptime monitoring

Website Care

From USD 250 /mo

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

- Managed hosting, domain, and SSL included
- Dependency and security updates
- Minor bug fixes
- Short monthly summary
- Website health checks
- Form checks
- Small content changes
- 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 USD 600 /mo

RANGE USD 600 – 900 /MO

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

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

Plan pricing covers websites; web applications and online stores get a separate support quote.

Development Partner

From USD 1,800 /mo

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

- Allocated development hours each month
- Feature development
- Experiments and conversion improvements
- Priority support
- Hours, scope, response times, and priorities are defined in the retainer agreement.
- New pages and components
- API integrations
- Improvements to existing systems
- Monthly work planning

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
- Dependency and security updates
- Bug fixes with agreed response times
- Database backups and restore checks
- Payment gateway and integration incident handling
- Small feature iterations each month

Scope and pricing are quoted per application after a short technical review.

03 Optional add-ons

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

01 Content Management System

From USD 1,000

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

- Custom content fields
- Draft and publishing workflow
- Content relationships
- Mid-range adds more content types such as services, team profiles, or galleries
- Image and document uploads
- Editor access
- Basic CMS training
- 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.

What sets the price within the range: the entry price covers one content type (e.g. a blog) with editor access and publishing workflow

02 Content Migration

From USD 500

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.

03 Advanced Form or Booking Flow

From USD 750

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

- Conditional fields
- File uploads
- WhatsApp handoff
- Spam protection
- Mid-range adds a real-time availability calendar with Google Calendar sync and automatic reminders
- Service or branch selection
- Email notifications
- Calendar integration
- Custom confirmation flow
- 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.

What sets the price within the range: the entry price covers a booking form with service selection, preferred dates, and email/WhatsApp notifications

04 Advanced Analytics & Conversion Tracking

From USD 750

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

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

05 SEO Strategy & Content Optimization

From USD 1,000

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

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

What sets the price within the range: the entry price covers on-page optimization and keyword mapping for a small site

06 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.

07 Chatbot & AI Assistant

From USD 1,600

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
- Lead capture into your inbox
- Monthly AI API usage is paid directly by the client
- **AI chatbot** that answers freely based on your website content, with human escalation and email transcripts
- Custom look that matches your brand
- Knowledge is limited to website content; internal data integrations are scoped as a Web Application.

What sets the price within the range: the guided chatbot sits at the entry price; the AI-powered version at the top

08 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.

04 What clients care about

How a customer finds the business, then decides to trust it.

DISCOVERY

01 Found through Instagram or referral

02 Searches for the service online

03 Lands on the business website

04 Reads recent customer reviews

TRUST

01 Sees clear, honest information

02 Sees pricing up front

03 Reaches us via WhatsApp or email

04 Books a discovery call

WORKING PRINCIPLE

"Most small businesses lose customers not because their offer is weak, but because their website is invisible, slow, or unclear. We fix all three."

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.

NEXT STEP

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