



A.I.M Consultants

Website Design & Digital Retainer Packages

Zero upfront cost | 36-month retainer | Full ownership after 36 months

Plan	Monthly	Pages	Best For
Starter	R1,000	6+	Freelancers & solopreneurs
Plus	R2,000	8+	Small businesses
Pro	R3,000	10+	Service professionals
Business	R4,000	15+	Retail & e-commerce
Enterprise	R5,000	Unlimited	Scaling brands & franchises

✓ R0 upfront — start immediately	✓ 24/7 human support on every plan
✓ Free yearly redesign included	✓ Cancel within 3 months, no penalty
★ SEO is a Value-Added Product (VAP)	✓ Full ownership transfer after month 36

Full Feature Comparison

★ VAP = Value-Added Product. SEO is available as an optional add-on and is not included in the base retainer.

Feature	Starter	Plus	Pro	Business	Enterprise
Custom website design	✓ Included	✓ Included	✓ Included	✓ Included	✓ Included
Domain registration (1 yr)	✓ Included	✓ Included	✓ Included	✓ Included	✓ Included
Fast web hosting	✓ Included	✓ Included	✓ Included	✓ Included	✓ Included
24/7 human support	✓ Included	✓ Included	✓ Included	✓ Included	✓ Included
Priority support (1hr SLA)	✗ Not included	✗ Not included	✗ Not included	✗ Not included	✓ Included
Monthly content updates	✓ Basic	✓ 3 hrs	✓ 5 hrs	✓ 8 hrs	✓ Unlimited
Security monitoring	✓ Included	✓ Included	✓ Included	✓ Included	✓ Included
Weekly backups	✓ Included	✓ Included	✓ Included	✓ Included	✓ Included
Mobile responsive design	✓ Included	✓ Included	✓ Included	✓ Included	✓ Included
Free yearly redesign	✓ Included	✓ Included	✓ Included	✓ Included	✓ Included
Full ownership after 36 mths	✓ Included	✓ Included	✓ Included	✓ Included	✓ Included
SEO setup	★ VAP	★ VAP	★ VAP	★ VAP	★ VAP
Google Analytics	✓ Included	✓ Included	✓ Included	✓ Included	✓ Included
Contact form	✓ Included	✓ Included	✓ Included	✓ Included	✓ Included
Social media links/feed	✓ Included	✓ Included	✓ Included	✓ Included	✓ Included
Image gallery	✗ Not included	✓ Included	✓ Included	✓ Included	✓ Included
Blog integration	✗ Not included	✓ 3/mth	✓ 6/mth	✓ 10/mth	✓ Unlimited
Google Maps embed	✗ Not included	✓ Included	✓ Included	✓ Included	✓ Included
Appointment booking	✗ Not included	✗ Not included	✓ Included	✓ Included	✓ Included
Newsletter integration	✗ Not included	✗ Not included	✓ Included	✓ Included	✓ Included
E-commerce (products)	✗ Not included	✗ Not included	✗ Not included	✓ 50 products	✓ Unlimited
Payment gateway	✗ Not included	✗ Not included	✗ Not included	✓ Included	✓ Included
Customer accounts	✗ Not included	✗ Not included	✗ Not included	✓ Included	✓ Included
Abandoned cart emails	✗ Not included	✗ Not included	✗ Not included	✓ Included	✓ Included
Membership / subscription	✗ Not included	✗ Not included	✗ Not included	✗ Not included	✓ Included
Custom functionality	✗ Not included	✗ Not included	✗ Not included	✗ Not included	✓ Included
API integrations	✗ Not included	✗ Not included	✗ Not included	✗ Not included	✓ Included
Dedicated account manager	✗ Not included	✗ Not included	✗ Not included	✗ Not included	✓ Included
Heatmaps & A/B testing	✗ Not included	✗ Not included	✗ Not included	✗ Not included	✓ Included
Monthly cost	R1,000	R2,000	R3,000	R4,000	R5,000

Starter

R1,000/month

Pages: 6+ pages | Total (36 mths): R36,000 over 36 months | Upfront: R0

Who: Freelancers, solopreneurs, tradespeople & local startups

Perfect for: Plumbers, electricians, dog walkers, tutors, photographers, cleaning services

✓ Custom website design	✗ Image gallery
✓ Domain registration (1 yr)	✗ Blog integration
✓ Fast web hosting	✗ Google Maps embed
✓ 24/7 human support	✗ Appointment booking
✗ Priority support (1hr SLA)	✗ Newsletter integration
✓ Monthly content updates: Basic	✗ E-commerce (products)
✓ Security monitoring	✗ Payment gateway
✓ Weekly backups	✗ Customer accounts
✓ Mobile responsive design	✗ Abandoned cart emails
✓ Free yearly redesign	✗ Membership / subscription
✓ Full ownership after 36 mths	✗ Custom functionality
★ SEO setup (VAP)	✗ API integrations
✓ Google Analytics	✗ Dedicated account manager
✓ Contact form	✗ Heatmaps & A/B testing
✓ Social media links/feed	

Plus

R2,000/month

Pages: 8+ pages | Total (36 mths): R72,000 over 36 months | Upfront: R0

Who: Small businesses, restaurants & growing service providers

Perfect for: Cafes, hair salons, real estate agents, local retailers

✓ Custom website design	✓ Image gallery
✓ Domain registration (1 yr)	✓ Blog integration: 3/mth
✓ Fast web hosting	✓ Google Maps embed
✓ 24/7 human support	✗ Appointment booking
✗ Priority support (1hr SLA)	✗ Newsletter integration
✓ Monthly content updates: 3 hrs	✗ E-commerce (products)
✓ Security monitoring	✗ Payment gateway
✓ Weekly backups	✗ Customer accounts
✓ Mobile responsive design	✗ Abandoned cart emails
✓ Free yearly redesign	✗ Membership / subscription
✓ Full ownership after 36 mths	✗ Custom functionality
★ SEO setup (VAP)	✗ API integrations
✓ Google Analytics	✗ Dedicated account manager
✓ Contact form	✗ Heatmaps & A/B testing
✓ Social media links/feed	

Pro

R3,000/month

Pages: 10+ pages | Total (36 mths): R108,000 over 36 months | Upfront: R0

Who: Service professionals needing appointment booking

Perfect for: Medical practices, dentists, physios, fitness trainers, coaches

✓ Custom website design	✓ Image gallery
✓ Domain registration (1 yr)	✓ Blog integration: 6/mth
✓ Fast web hosting	✓ Google Maps embed
✓ 24/7 human support	✓ Appointment booking
✗ Priority support (1hr SLA)	✓ Newsletter integration
✓ Monthly content updates: 5 hrs	✗ E-commerce (products)
✓ Security monitoring	✗ Payment gateway
✓ Weekly backups	✗ Customer accounts
✓ Mobile responsive design	✗ Abandoned cart emails
✓ Free yearly redesign	✗ Membership / subscription
✓ Full ownership after 36 mths	✗ Custom functionality
★ SEO setup (VAP)	✗ API integrations
✓ Google Analytics	✗ Dedicated account manager
✓ Contact form	✗ Heatmaps & A/B testing
✓ Social media links/feed	

Business

R4,000/month

Pages: 15+ pages | Total (36 mths): R144,000 over 36 months | Upfront: R0

Who: Retail stores & businesses ready to sell online

Perfect for: Clothing boutiques, gift shops, restaurants with online ordering

✓ Custom website design	✓ Image gallery
✓ Domain registration (1 yr)	✓ Blog integration: 10/mth
✓ Fast web hosting	✓ Google Maps embed
✓ 24/7 human support	✓ Appointment booking
✗ Priority support (1hr SLA)	✓ Newsletter integration
✓ Monthly content updates: 8 hrs	✓ E-commerce (products): 50 products
✓ Security monitoring	✓ Payment gateway
✓ Weekly backups	✓ Customer accounts
✓ Mobile responsive design	✓ Abandoned cart emails
✓ Free yearly redesign	✗ Membership / subscription
✓ Full ownership after 36 mths	✗ Custom functionality
★ SEO setup (VAP)	✗ API integrations
✓ Google Analytics	✗ Dedicated account manager
✓ Contact form	✗ Heatmaps & A/B testing
✓ Social media links/feed	

Enterprise

R5,000/month

Pages: Unlimited pages | Total (36 mths): R180,000 over 36 months | Upfront: R0

Who: Growing brands, membership sites & franchises

Perfect for: Membership platforms, course creators, property listings, franchises

✓ Custom website design	✓ Image gallery
✓ Domain registration (1 yr)	✓ Blog integration: Unlimited
✓ Fast web hosting	✓ Google Maps embed
✓ 24/7 human support	✓ Appointment booking
✓ Priority support (1hr SLA)	✓ Newsletter integration
✓ Monthly content updates: Unlimited	✓ E-commerce (products): Unlimited
✓ Security monitoring	✓ Payment gateway
✓ Weekly backups	✓ Customer accounts
✓ Mobile responsive design	✓ Abandoned cart emails
✓ Free yearly redesign	✓ Membership / subscription
✓ Full ownership after 36 mths	✓ Custom functionality
★ SEO setup (VAP)	✓ API integrations
✓ Google Analytics	✓ Dedicated account manager
✓ Contact form	✓ Heatmaps & A/B testing
✓ Social media links/feed	

Value-Added Products (VAPs)

VAPs are optional add-ons available to any plan. They are priced separately and are not included in the base monthly retainer. Speak to your account manager for current pricing.

VAP Service	Description
★ SEO — Search Engine Optimisation	On-page optimisation, keyword targeting, meta setup, schema markup & monthly technical audits. Drives organic traffic and improves your Google rankings.
★ Google Ads / PPC Management	Campaign setup, ad copywriting, bid management and monthly reporting for paid search.
★ Social Media Management	Content creation, scheduling and community management across Facebook, Instagram & LinkedIn.
★ Professional Copywriting	Professionally written page content, blog posts and marketing copy tailored to your brand.
★ Logo & Brand Identity	Logo design, colour palette, typography and brand guidelines.
★ Email Marketing Campaigns	Template design, list management, campaign scheduling and performance reporting via Mailchimp/Klaviyo.
★ Photography & Video	Professional product, team or location photography and short promotional video production.
★ Advanced Analytics & Reporting	Custom dashboards, heatmaps, conversion funnels and A/B testing beyond standard Analytics.

Terms, Policies & Next Steps

Cooling-Off Period	Cancel within the first 3 months with no penalty. 7 days written notice required. First payment due at launch — not before.
Ownership Transfer	After 36 months of continuous retainer payments the full website — including all design assets, code, and content — transfers to you at no additional cost.
Support	All plans include 24/7 human support. Enterprise clients receive priority response within 1 hour and a dedicated account manager.
Content Updates	Starter: basic text & images. Plus: up to 3 hrs/month. Pro: up to 5 hrs/month. Business: up to 8 hrs/month. Enterprise: unlimited reasonable requests.
SEO Policy	SEO is a Value-Added Product (VAP) . It is not included in any base retainer plan and is priced separately. Ask your consultant for the current SEO package pricing.

Your Next Steps

1	Book a free 15-minute consultation	Contact Franklin J to discuss your business goals and which plan suits you best.
2	We scope your requirements	We review your content needs, branding, and any VAPs you would like to add.
3	Your website launches	You make your first monthly payment on launch day — zero upfront cost.
4	We support & grow with you	Monthly updates, security, backups and support are handled by our team throughout your retainer.
5	You own it	After 36 months your website is fully yours — transferred free of charge.

Ready to get started?

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