

# Price list

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## Converting a design to a website based on WordPress

Simply put, there are 3 phases in website development based on WordPress:

1. Initial phase
2. Main development
3. Finishing and deployment

### Initial phase

This is fundamental from the development perspective. In this phase, we work on the following:

1. Setting up environments for the development phase.
2. Code repositories configuration.
3. Deployment and code quality automatization.
4. Breaking down all website parts into smaller tasks and putting them into a project management system for better work progress tracking.
5. Custom Post Types configuration for WordPress (it may be a FAQ, Portfolio, Case Studies, Team members, Drinks, etc. ). All custom post types may be managed via the admin panel later.
6. Coding fundamental things (colors, typography, menus, favicon, etc.)
7. Simple responsive menu and footer.
8. Archive page with filtering over one taxonomy.
9. Simple search results.

## Finishing and deployment

Before we dive into the most complex phase - the main development let's talk about the last phase because it is related to the price of the first phase.

The last phase includes:

1. Ten hours of work on your feedback, comments, and improvements.
2. Website deployment to a server indicated by you.

For the initial and the final phases, we have a fixed price for all projects: **750USD per project**.

## Main development

We build websites using block patterns - as WordPress calls it - or with modules/sections, as many people call it as well.

It doesn't matter how many pages you want to publish on a website. For instance, you may have 20 editable blocks (sliders, galleries, list of team members, content with images, etc.). You can mix those blocks together, change content and media, and build very individual pages. The number of pages is endless.

There are 2 approaches:

1. Native coding with Gutenberg. Blocks are written in ReactJS. You don't need any external plugins to use them. You can see the final effect directly in the admin panel (it looks the same in the backend as on the frontend) before you publish changes. It also has the best performance. It's a recommended approach by WordPress and by us. In this approach, we work in a **time-material model with \$35 per hour**
2. Coding blocks with Advanced Custom Fields plugin support. You still can manage content with blocks, but in the backend you will see forms with fields to fulfill, and to see the final results, you have to switch to the frontend. You also have to install the ACF plugin to use it. We can offer a fixed price here: **\$240 per block**.

Some blocks are simple, and some are more sophisticated, but we decided to make an average fixed price for a single block. It may be a block with static text or an appearance effect, a simple slider, etc., but the price is the same for all of them. If

there is something very sophisticated or complex, we will let you know during the estimation process.

Please consider that sometimes you have the same blocks, but with different backgrounds or text, or with a different content order (image is on the left side and text is on the right side - or in the opposite way) This is still 1 block, and you will not be charged twice for that kind of blocks.

To ensure the highest quality, we follow those standards during development:

1. A developer is coding a block.
2. The code is dynamically checked by various linters and sniffers and cannot be merged until it doesn't follow the best practices.
3. When the code passes tests, another developer checks the block manually (Code Review).
4. When developers approve the code quality, it is passed to a manual tester. To ensure proper working across various devices and various resolutions, they test it on physical devices like:
  - a. iPhone
  - b. Smartphone with android
  - c. iPad
  - d. Laptop - safari and chrome
  - e. Desktop - safari and chrome
5. When the block passes all tests, it is deployed to a server where you can manage the content.

## Custom coding

Some of the projects require individual solutions. For those kind of projects we can make an estimation for you, but general rates looks like that:

<b><u>\$35 per hour</u></b>	Each extra hour for a regular web developer or a manual tester
<b><u>\$59 per hour</u></b>	Each extra hour for a senior developer, WebGL developer, DevOps
<b><u>\$100 per hour</u></b>	Enterprise and custom solutions