

Services Rate Card 2023

Studio Salamero

[Studio Salamero](#) is a leading web development studio dedicated to empowering businesses with exceptional web design and development solutions. With a team of skilled professionals, we strive to deliver top-notch services tailored to our clients' unique needs, ensuring their online success.

Service	Price Range (HK\$)	Estimated Timeline (weeks)	Notes
UX Design	20,000 and up	2-4	- Strategy - Information architecture - Sitemap - wireframes
UI Design	20,000 and up	2-4	- Style guide - Typography - Colors - Icons - Logos - Image samples - Motion - hi-fidelity mockups built for desktop, tablet and mobile
Web Development	40,000 and up	4-12	- Building pages on desktop, tablet & mobile - Animations and interactions - Integrations (e.g. CMS, logic, data, analytics) - Content migration from previous CMS (if applicable)

			- Basic SEO (alt text, site tags, meta description, OG image) - Domain setup - Price does not include Webflow hosting
Quality Assurance	15,000 and up	2-4	- User testing & bug fixing - Responsiveness check on multiple devices (desktop, tablet, mobile) - Site optimization (image optimisation, site speed & page loading) - Onboarding & pass off documentation
Copywriting and Content Strategy	16,000 and up	4-6	- Improve copywriting for up to 10 pages on your site to enhance conversion & revenue from your site - Add-on services: - Branding, tone of voice - Emails - Social Media - Video Scripts - Case Studies/Blogs

Please note that the prices provided are approximate and subject to change based on the specific requirements and complexity of each project. The estimated project timelines can also vary depending on the scope and intricacy of the work involved. Studio Salamero will provide a tailored proposal based on your project's unique needs.

Sample pricing packages

Package	UX Design (\$20,000+)	UI Design (\$20,000+)	Web Development (\$40,000+)	Copywriting (\$16,000+)	Quality Assurance (\$15,000+)	Total Estimated Price
Design Only	✓	✓			✓	HK\$55,000+
Development Only			✓		✓	HK\$55,000+
Design, Development & Copywriting (25% off)	✓	✓	✓	✓	✓	HK\$83,250+

Case Studies

1. [CircleDNA](#): We collaborated with CircleDNA to design their brand and create engaging landing pages on Webflow. This led to a 26% increase in traffic and a remarkable 58% growth in revenue from Q3 to Q4.
2. [Shadow Factory](#): We worked with the awesome team at Shadow Factory to develop a portfolio site that matched the crazy possible new rebranding for their company.
3. [Social Enterprise Summit](#): We helped migrate the previous Social Enterprise Summit website from Drupal to Webflow. We also improved the design and the CMS data structure so that the organisers have more convenient access to it.
4. [Eric Janssen](#): We joined forces with Eric, a professor in sales, to design a sales landing page that reflected his own brand identity. Using Webflow as our main tool, we managed to craft an interactive experience that allowed users to fully immerse themselves in the curriculum and showcase Eric's expertise in his field.
5. [HKSDDA](#): We helped migration from Wordpress to Webflow. Along with a performance upgrade, this gave flexibility for staff to edit on their own. We also planned a standardized format for staff to create events and resources pages. We utilised their vast library of images and videos to enhance their visual branding.

Contact Information

Name: Jose Urbano

Position: Co-founder

Tel: +852 62316349

Email: jose@studiosalamero.com

LinkedIn: [Jose Urbano](#)

Website: [Studio Salamero](#):