INDEPENDENT WEBSITE DESIGN · MALAYSIA

WEBSITES WITH CHARACTER.

K.

网站套餐 · 服务与价格指南

专业网站，从 RM1,000 起。

Professional websites, starting from RM1,000.

网站制作 / WEBSITE BUILD	一次性 / ONE-OFF	范围 / SCOPE
Essential Landing Page 基础落地页	**RM1,000 起**	1 页 · 最多 6 区块 1 page · up to 6 sections
Signature Landing Page 定制动态落地页	**RM1,800 起**	1 页 · 最多 10 区块 1 page · up to 10 sections
Personal Brand Website 个人品牌网站	**RM1,800 起**	最多 5 页 Up to 5 pages
Business Website 企业网站	**RM2,500 起**	最多 6 页 · 标准内容后台 Up to 6 pages · standard CMS
E-commerce Starter 电商入门网站	**RM4,500 起**	最多 20 个简单商品 Up to 20 simple products

LET'S BUILD YOUR NEXT CHAPTER.

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报价货币为马币。最终价格及交付以书面确认的项目范围为准；适用税费与第三方费用另列。

All prices in MYR. Final fees and deliverables follow the agreed written scope. Applicable taxes and third-party costs are listed separately.

01 / WEBSITE PACKAGES

A focused first impression.

落地页与个人品牌套餐

Essential Landing Page

基础落地页

RM1,000 起
From / one-off

- 1 页，最多 6 个内容区块；单一语言，沿用既有结构调整品牌视觉。
  1 page, up to 6 sections; one language, an existing structure adapted to your brand.
- 电脑、平板及手机适配；WhatsApp、地图及社交链接。复杂动画及后台另计。
  Responsive layouts; WhatsApp, map and social links. Complex motion and CMS are extra.
- 基础 SEO 与上线检查；2 轮集中修改。
  Basic SEO and launch checks; 2 consolidated revision rounds.

Signature Landing Page

定制动态落地页

RM1,800 起
From / one-off

- 1 页，最多 10 个内容区块；定制视觉方向。
  1 page, up to 10 sections; a custom visual direction.
- 客户提供的视频背景、文字进场及适量滚动动画。
  Client-supplied video background, text reveals and considered scroll motion.
- 1 个标准咨询表单；基础 SEO；2 轮集中修改。
  1 standard enquiry form; basic SEO; 2 consolidated revision rounds.

Personal Brand Website

个人品牌网站

RM1,800 起
From / one-off

- 最多 5 页：个人介绍、服务、作品／房源及联系等。
  Up to 5 pages: profile, services, portfolio/listings and contact.
- 最多录入 10 个展示项目；咨询入口及基础 SEO。
  Entry of up to 10 showcase items; enquiry links and basic SEO.
- 电脑、平板及手机适配；2 轮集中修改。
  Responsive layouts; 2 consolidated revision rounds.

适合：服务推广、个人品牌、房产经纪、餐饮与美容业务。
Suitable for service promotions, personal brands, property agents, restaurants and beauty businesses.

02 / WEBSITE PACKAGES

Built for your business.

企业与正式电商套餐

Business Website

企业网站

RM2,500 起
From / one-off

- 最多 6 页；公司介绍、服务、作品及联系内容。
  Up to 6 pages covering company, services, work and contact.
- 1 个标准内容管理后台及操作教学。
  1 standard content management system and handover training.
- 1 个标准咨询表单、基础 SEO 与响应式设计。
  1 standard enquiry form, basic SEO and responsive design.
- 2 轮集中修改。
  2 consolidated revision rounds.

E-commerce Starter

电商入门网站

RM4,500 起
From / one-off

- 基于 Shopify 或 WooCommerce；品牌样式设计。
  Built on Shopify or WooCommerce with brand styling.
- 最多录入 20 个简单商品；商品、购物车及结账页面。
  Entry of up to 20 simple products; product, cart and checkout pages.
- 客户账户及标准订单后台；后台操作教学。
  Customer accounts, standard order administration and training.
- 接入 1 个标准付款渠道，配置 1 套基础运费规则。
  Connect 1 standard payment gateway and configure 1 basic shipping rule set.
- 2 轮集中修改；真实功能按约定范围完成测试。
  2 consolidated revision rounds; agreed live functionality tested before launch.

共同包含 / INCLUDED

上线前设备与关键功能检查；上线后 30 天内免费修复制作缺陷。

Device and key-function launch checks; 30 days of defect fixes within the agreed scope.

客户提供 / YOU PROVIDE

套餐含单一语言。客户提供最终文字、Logo、图片、视频及必要账号权限；含排版与轻量润色。

One language included. You supply final copy, logo, images, video and account access. Layout and light copy polishing included.

不含：第三方订阅及手续费、原创拍摄、定制 3D、未列明的系统和持续推广。付款需获服务商批准；商户申请与交易费另计。

Excludes third-party fees, original production, custom 3D, unlisted systems and ongoing marketing. Gateway activation requires provider approval; merchant and transaction fees are separate.

03 / WEBSITE CARE

Keep it working beautifully.

每月网站维护

按网站功能与更新需求选择。订阅、主机和其他第三方费用另计。

Choose by functionality and update needs. Hosting, subscriptions and third-party fees are separate.

Care Basic

基础维护

RM150
每月 / per month

- 每月 1 次页面、链接及表单检查；发布前版本备份。
  1 monthly page, link and form check; a version backup before publishing changes.
- 每月最多 1 小时现有文字、图片或联系方式修改。
  Up to 1 hour/month of existing copy, image or contact-detail updates.

Care Standard

标准维护

RM300
每月 / per month

- 包含基础维护；每月最多 2 小时修改，非额外叠加。
  Basic care included; up to 2 total update hours/month.
- 适用的 CMS／插件更新检查；每月备份状态与手机关键页面检查。
  Applicable CMS/plugin update checks; monthly backup-status and key mobile-page checks.

Care Commerce

电商维护

RM600 起
From / month

- 包含标准维护；每月最多 4 小时修改，非额外叠加。
  Standard care included; up to 4 total update hours/month.
- 每月购物车、结账及订单通知检查；商品与促销内容更新。
  Monthly cart, checkout and order-notification checks; product and promotion updates.

额外时数 RM100／小时，最低 1 小时；先确认预计工时。月度时数不累计，限约定平台与现有功能。

Extra time: RM100/hour, 1-hour minimum, approved in advance. Hours expire monthly and cover the agreed platform and existing features only.

工作日 1 个工作日内回复，完成时间按问题确认。可协助排查第三方故障，无法承诺第三方恢复时间。

Reply within 1 business day on working days; resolution timing is confirmed per issue. Third-party recovery times cannot be guaranteed.

未购买维护套餐，也可按次委托；新增页面、设计和功能另报价。

Pay-per-task help is available without a care plan. New pages, designs and features are quoted separately.

04 / ADD-ON SERVICES

Only pay for what you need.

额外收费：页面与内容

项目 / SERVICE	费用 / FEE	包含范围 / INCLUDED SCOPE
小幅修改 Small updates	**RM100 / hr** 最低 1 小时 / 1-hour minimum	超出维护时数或按次委托；先确认预计工时。 Extra care hours or ad-hoc work; estimated time agreed first.
普通新增内页 Standard extra page	**RM400 / page** 每页 / per page	沿用现有风格，最多 5 区块；客户提供内容。 Existing style, up to 5 sections; client-supplied content.
独立服务／推广页 Custom service / campaign page	**RM900 起** From / page	新内容结构与排版；复杂动态另计。 New structure and layout; complex motion extra.
新增内容区块 Additional section	**RM200 起** From / section	简单介绍、FAQ、作品或联系区块。 Simple introduction, FAQ, work or contact section.
标准咨询表单 Standard enquiry form	**RM350 起** From / form	最多 8 个字段、基础验证、1 个接收渠道。 Up to 8 fields, basic validation, 1 delivery channel.
WhatsApp 摘要表单 WhatsApp brief form	**RM450 起** From / form	最多 10 个字段；生成消息供访客检查后发送。 Up to 10 fields; visitor reviews and sends the message.
新增一种语言 Additional language	**RM500 +** 设置 / setup	另加 RM150／页；客户提供已确认译文。人工翻译另计。 Plus RM150/page; client supplies approved translations. Translation work extra.
英文网站文案 English website copy	**RM300 起** From / page	最多约 500 个英文词，含 1 轮修改。 Up to approximately 500 English words; 1 revision round.

“起”表示按需求确认。所有额外工作先书面报价；已纳入维护时数的小修改不重复收费。
“From” fees depend on scope. Extra work is quoted in writing first. Small updates covered by care hours are not charged twice.

05 / ADD-ON SERVICES

Extend the experience.

额外收费：功能与系统

项目 / SERVICE	费用 / FEE	包含范围 / INCLUDED SCOPE
简单商品录入 Simple product entry	**RM20 / item** 最低 RM100 / min. RM100	客户提供完整图片、价格和商品资料。 Client supplies complete images, prices and product details.
多规格商品录入 Variable product entry	**RM40 起** From / item	按规格数量、图片和资料复杂度确认。 Quoted by variations, images and data complexity.
额外标准付款渠道 Additional payment gateway	**RM500 起** From / gateway	配置、接入与测试；申请及交易费另计。 Configuration, integration and testing; provider fees separate.
标准预约工具接入 Booking-tool integration	**RM600 起** From / integration	嵌入现成预约服务；平台订阅另付。 Embed an existing booking service; subscription separate.
基础内容后台 Basic CMS add-on	**RM1,500 起** From / setup	1 个标准内容集合，例如文章或作品；不含复杂权限。 1 standard collection, e.g. articles or projects; no complex roles.
简单视频剪辑与压缩 Simple video edit & compression	**RM300 起** From / video	客户提供素材，成片 ≤30 秒；1 轮修改。 Client footage, final video ≤30 seconds; 1 revision round.
定制滚动动画 Custom scroll motion	**RM500 起** From / sequence	先确认效果与设备性能要求。 Effect and device-performance requirements agreed first.
网站改版 Website redesign	**RM1,500 起** From / project	检查现有平台、内容及可复用部分后报价。 Quoted after reviewing the platform and reusable content.
定制后台／会员／系统 Custom backend / membership / system	**RM8,000 起** From / project	需求、权限、数据和整合确认后独立报价。 Separate quote after requirements, roles, data and integrations.

域名、主机、平台订阅、付费插件、邮件与支付手续费由客户另付。
Domains, hosting, platform subscriptions, paid plugins, email and payment-processing fees are paid separately.

06 / SEARCH & MARKETING

Design meets discovery.

SEO 与 Google 广告服务

SEO Audit SEO 审查	**RM600** 一次性 / one-off	最多 10 页，提交问题及处理优先级建议；不含执行修改。 Up to 10 pages; findings and priorities. Implementation excluded.
SEO Foundation Fixes SEO 基础整改	**RM1,200 起** From / one-off	最多 5 页：标题、描述、结构、内部链接及约定技术问题。 Up to 5 pages: titles, descriptions, structure, links and agreed technical issues.
Ongoing SEO 持续 SEO	**RM900 起** From / month	每月最多优化 2 个现有页面；Search Console、索引检查与月报。新文章另计。 Optimise up to 2 existing pages/month; Search Console, indexing checks and a report. New articles extra.
Google Ads Setup Google Ads 初始设置	**RM600** 一次性 / one-off	1 个搜索广告系列，最多 3 个广告组；基础关键词、广告与追踪设置。 1 search campaign, up to 3 ad groups; basic keywords, ads and tracking setup.
Google Ads Management Google Ads 管理	**RM600** 每月 / per month	月广告预算 ≤RM5,000，最多 2 个搜索广告系列；每周检查与月报。 Ad spend ≤RM5,000/month, up to 2 search campaigns; weekly checks and monthly report.

> 广告费另付 Google，管理费单独收取。SEO 需要时间，不保证排名、咨询量或销售结果。
> Ad spend is paid separately to Google; management is a separate fee. SEO takes time; rankings, enquiries and sales are not guaranteed.

网站 SEO 与 Google Business Profile 优化为不同范围；商家资料优化需符合资格，并另行报价。分析与广告追踪需真实账号、适当权限及适用的同意设置。

Website SEO and Google Business Profile optimisation are separate scopes. Profile work requires eligibility and a separate quote. Analytics and ad tracking need real accounts, permissions and applicable consent settings.

07 / PROJECT TERMS

A clear scope. A clear start.

付款、修改与合作说明

50%
确认项目／订金
Project confirmation Deposit

30%
开发预览确认
Development preview approval

20%
正式上线前
Before production launch

一轮修改＝一次汇总反馈，在已确认的设计方向内调整。
One revision round is one consolidated feedback list within the approved direction.

确认后更换方向、增加页面或功能，按新范围报价。
A new direction, extra pages or features after approval are quoted as additional scope.

30 天缺陷修复仅限约定交付，不包含新增功能。
The 30-day defect period covers agreed deliverables, not new functionality.

完成时间按范围、素材准备及反馈进度另行确认。
Delivery timing is agreed based on scope, content readiness and feedback.

本指南不是固定项目报价；最终以书面确认范围为准。
This guide is not a fixed project quotation; the agreed written scope governs.

适用税费与第三方费用另列；需真实账号时通过邀请授予权限。
Applicable taxes and third-party fees are listed separately. Grant account access by invitation where needed.

YOUR PROJECT / 你的项目（选填 / Optional）

姓名 / Name

公司或品牌 / Business or brand

服务需求 / Service required

预算与目标时间 / Budget & target date

告诉 Kenny，你的下一步。
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