FEMI ABRAHAM
Websites, apps and automation

ooadigitals@gmail.com
WhatsApp or call +234 810 546 4346
WhatsApp or call +974 3304 1919
femi.ajala.live · working worldwide

Rate card *2026*

Fixed prices, agreed in writing before work starts. Every project is mobile-first, set up for search, and fully yours: domain, hosting and code.

Prices in **US dollars** · naira at **₦1,370 = $1**

WEBSITES

PACKAGE	USD	NGN
Website revamp A fresh design for your existing site. Content moved over, links and Google rankings kept. 2 to 3 weeks.	FROM $850	₦1,164,500
Basic website Up to 5 pages, contact form, WhatsApp and map buttons, Google setup. About 2 weeks.	FROM $1,000	₦1,370,000
Professional website POPULAR Up to 10 pages, custom design, payments or donations, an editing dashboard, analytics. 3 to 4 weeks.	FROM $2,000	₦2,740,000
Custom interactive website SIGNATURE Bespoke design and motion, interactive tools such as checkers, trackers and calculators, integrations. 5 to 6 weeks.	FROM $4,500	₦6,165,000

Prices cover design, build and setup. Your domain and hosting are bought in your name and paid directly, usually about $80 to $200 a year in total. I set them up for you.

CHOOSE YOUR PLATFORM

Every website package can be built either way, at the same price.

WordPress

Edit pages, photos, posts and prices yourself from a dashboard. Any WordPress developer can take over later. Hosting from about $5 to $15 a month.

Custom code

The fastest and most flexible option, for advanced interactive features. Code is documented and kept in your own GitHub account. Low-cost or free hosting.

Included in every project: the handover pack

Your accounts for domain, hosting and code, in your name · A written guide to editing and running the site · A recorded walkthrough for your team · Developer notes so anyone you hire can continue or fix things without me.

SYSTEMS, APPS AND AUTOMATION

SERVICE	USD	NGN
Automation workflow One flow end to end, for example form to shipping label to email, or payment to receipt.	FROM $500	₦685,000
Admin dashboard A private page for your team to manage records and update the site.	FROM $1,500	₦2,055,000
Web system Logins, database and dashboard for tracking, inventory or bookings.	FROM $3,500	₦4,795,000
Mobile app Android and iOS from one codebase, store submission included. Built in stages with demos.	FROM $6,000	₦8,220,000

HOW A PROJECT RUNS

1 · Free consultation

By email, WhatsApp or phone.

2 · Fixed quote

Written scope, price and timeline.

3 · Build and review

Previews on a private link at every stage.

4 · Launch

Site goes live with the handover pack.

DESIGN AND STRATEGY

SERVICE	USD	NGN
Interactive prototype A clickable design concept before you commit. Credited in full when the build goes ahead.	$750	₦1,027,500
Digital audit and growth plan What your site is missing, ideas to grow and what to automate.	$300	₦411,000

MARKETING

SERVICE	USD	NGN
Ads setup Meta or Google ad account, pixel and tracking.	FROM $300	₦411,000
Managed ads, monthly Campaigns and reports. Ad spend is paid to the platform.	FROM $350	₦479,500
Google Ad Grants setup Free search ads for eligible nonprofits.	$400	₦548,000

CARE PLANS, MONTHLY

PLAN	USD	NGN
Essential Hosting help, backups, security updates and 1 hour of edits.	$60	₦82,200
Growth Essential plus 4 hours of updates, a monthly report and SEO checks.	$180	₦246,600
Partner Growth plus 10 hours, automation monitoring and campaign support.	$400	₦548,000

ADD-ONS AND HOURLY WORK

ITEM	USD	NGN
Extra page	$80	₦109,600
Copywriting, per page	$60	₦82,200
Payment or donation setup Stripe, PayPal, Paystack or Givebutter, with automatic receipts.	$300	₦411,000
Email newsletter setup Sign-up form, welcome email and template.	$250	₦342,500
Hourly work Changes outside a quote or a care plan.	$35 AN HOUR	₦47,950

TERMS

Payment	Up to $2,000: 50% to start, 50% at launch. Above $2,000: 50%, 25% at design sign-off, 25% at launch.
Nonprofits	20% off website, system and app packages, with payments spread over up to four months.
Revisions	Two rounds of changes at each stage, then the hourly rate.
Third-party costs	Domain, hosting, plugins, labels, SMS and payment fees: at cost or paid by you directly.
Currency	Invoiced in US dollars. Naira payments use the official rate on the invoice date.
Validity	Quotes are valid for 30 days.

SELECTED WORK

Àjàlá

Lagos transit and safety app on Google Play, at ajala.live.

Spotshop

WordPress store and Meta ad campaigns, at spotshop.org.

arese.fit

WordPress fashion store, at arese.fit.