



Our Digital services are suitable for any business owner of any industry who wants digital marketing help to improve their business's online presence. From topline Website Assessments to in-depth SEO Audits, let us work together to help strengthen your digital presence

Service	Details	Price
Website Audit	We assess your website based on your business's category using our 15 point checklist to ensure it is up to industry standards. Any UX and design feedback that is specific to your website and brand will be included in report - You receive a Website Assessment scorecard and PDF report, which will include top recommended changes and improvements - Includes video call to explain (if requested) - NOTE: this only includes proposal; this does not include implementation of recommended changes	£240
SEO Audit	We perform a Website Assessment on your website, as well as an SEO audit. Any UX and design feedback that is specific to your website and brand will be included in report - Includes 15-point checklist from Website Assessment service - You receive Website Assessment scorecard, SEO research and report, which will include top proposed changes - Includes video call to explain (if requested) - NOTE: this only includes proposal; this does not include implementation of recommended changes	£360
Conversion Rate Optimisation (CRO) Audit	We perform a thorough analysis of your webstore's user experience (UX), user interface (UI) and design to identify any pain points or issues that are hindering purchase and conversion. - Includes 15-point checklist from Website Assessment service - You will receive a CRO review report, which includes recommendations on how to increase conversion, specifically tailored to your webstore and business - Includes video call to explain (if requested) - NOTE: this only includes proposal; this does not include implementation of recommended changes	£360
Audit Changes	After any of the above Audits, we can implement the proposed and agreed changes on your website. - Requires access to your website manager - Implementation of proposed changes from selected Audit as agreed - Final quote dependent on amount of changes	£90/day

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Website Copywriting	We write copy for your website, taking into account your tone of voice, brand identity and key messages - Requires blurb on brand, key messages and any other considerations - You receive high quality copy which includes SEO research and optimisation - NOTE: copy will be returned in a Word document; this does not include uploading onto your website	£120/page
Product Copywriting	We write product copy for your eCommerce store, taking into account your brand identity, tone of voice and key product messages - Requires as much product information as possible, eg. product composition, country of origin, special features etc, as well as image(s) of product - Product copy will include SEO research and optimisation - You receive product copy in both paragraph (between 50-300 words, depending on product type) and bullet point (min. 5 bullet points) form, to suit personal preference as well as for SEO reasons - NOTE: copy will be returned in a Word document; this does not include uploading onto your website	£20/product
Helping Hand	We perform a Helping Hand task as a one-off service. Examples of Helping Hand tasks include but not restricted to: - Update onsite photo gallery - Add products to your eCom store listing - Troubleshoot website issue - Troubleshoot Excel spreadsheet and formulas NOTE: - Helping Hand does not apply to any existing services within Digital, eCommerce and Process categories - Requires access to your website manager - Quotes will be generated based on how many days the task is projected to take - MPowering Solutions' decision on whether a task qualifies as a Helping Hand task is final - Communication must be manageable via text, WhatsApp or email	£90/day

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Service	Details	Price
Website Redesign	If your website requires a complete design overhaul beyond aforementioned small-scale Website and SEO Changes, we can redesign your website using existing content such as copy and imagery • Requires existing copy and imagery that does not need rewriting or sourcing • Changes restricted to visual and structural rather than content-related • Price is based on basic website with 5 webpages maximum; should more pages be required, price will be updated to reflect this • Continued reasonable revisions can be made until desired final design is reached	From £800
Website Creation	We will create a website from scratch, including copywriting (with SEO research), stock imagery sourcing and website hosting. • Requires an initial consultation call to understand basic requirements and desired structure • Website will be built on Hostinger with a website builder unless requested otherwise • Should website be hosted on Mpowering Solutions' account, subject to annual domain and hosting fee until termination of contract • Price is based on basic website with 5 webpages maximum; should more pages be required, price will be updated to reflect this • SEO-optimised copy and WCAG-compliant designs included • Continued reasonable revisions can be made until desired final design is reached	From £1,200



Consultancy

Price List

We help diagnose and resolve any pain points in your business, to allow you to achieve your maximum potential, no matter what industry you are in.

Service	Details	Price
Strategy Consultation	The most comprehensive consultation. We work with you to come up with a short- and long-term strategy for your business across the different pillars such as digital, retail etc, and determine the best course of action to achieve organic, healthy and sustainable growth • Requires initial consultation to understand intricacies of your business • You receive ◦ Digital Consultation findings ◦ P&A Strategy proposal (or equivalent insights for non-eCommerce businesses) ◦ Competitor Analysis ◦ Critical Path Review ◦ Short and long term strategy proposal • Includes video call to explain strategy proposal • NOTE: this only includes proposal; this does not include implementation of proposed strategy, critical path and process	£1,200
Digital Consultation	A 360° review of your brand's online presence and identity, to identify areas of improvement and opportunities in all aspects of your digital presence, from website to social media and every digital avenue in-between. • Includes SEO Audit (which includes Website Assessment) and Brand Scan to gain 360° view of brand's current digital presence, from website to social media to business directory listings • For any eCommerce business, this will also include CRO Audit (listed under eCommerce services and price list) • You receive: ◦ Website Assessment scorecard and report ◦ SEO Audit findings ◦ CRO Audit findings (if relevant) ◦ Brand scan findings ◦ Proposal on website UX and design improvements ◦ Recommendation of additional digital platforms • Includes video call to explain (if requested) • NOTE: this only includes report of findings; this does not include implementation of proposed strategy • For any website/SEO change implementation, Helping Hand standard rate of £90/day applies	£700

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Service	Details	Price
Product & Assortment (P&A) Strategy	We conduct a thorough analysis of your product offering (includes Market Research, Trend Forecast and Data & Insights Review), and create a Product & Assortment Strategy Proposal. This is suitable for business owners who want to update their product offerings, taking into account both existing competitors as well as future trends and potential opportunities. - Requires access to sales data as well as any other key datapoints available - Requires specification of product or product groups to research - You receive 360° Product & Assortment Strategy Proposal, inclusive of Market Research, Trend Forecast and Data & Insights findings - NOTE: this only includes report of findings; this does not include implementation of proposed strategy	£700
Webstore Design Consultation	We conduct a thorough analysis of your eCommerce webstore design, from homepage to checkout, to identify areas of aesthetic as well as functional improvement, with the goal of reducing purchasing friction and improving consumer journey. - Existing web traffic and sales data required (if available) - You will receive a detailed PDF report, including design mockups to illustrate new proposed design, which can be used as direct template or inspiration for wider redesign - NOTE: this only includes report of findings; this does not include implementation of proposed redesign	£700
eCommerce Performance Consultation	We conduct a thorough analysis of your eCommerce webstore performance, taking into consideration existing traffic, conversion rates, bounce rates and other eCommerce KPIs to come up with an action plan for your webstore and product offering, in order to reduce purchasing friction and improve consumer journey. - Existing web traffic, sales data and other data points required - You will receive a detailed PDF report including proposed changes required - NOTE: this only includes report of findings; this does not include implementation of proposed redesign	£700

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Service	Details	Price
eCommerce 360 Consultation	A holistic approach to your eCommerce webstore consultation, combining both Design and Performance consultations to present a 360 plan on how to improve your eCommerce webstore - Existing web traffic, sales data and other data points required - You will receive a detailed PDF report, including website redesign mockups as well as performance analysis and findings - NOTE: this only includes report of findings; this does not include implementation of proposed redesign	£1,200
eCommerce Consultation Day Rate	If you have a specific issue with your eCommerce business that you want to address and require a consultant on, and none of the existing packages address your needs, we offer our eCommerce consultancy services at a day rate to seek solutions to your specific needs. - Quote will be finalised after an initial discovery call, once the size of the task is understood - All findings will be presented in a detailed PDF report - NOTE: this only includes report of findings; this does not include implementation of proposed strategy	£400/day
Report and Research Day Rate	An in-depth research report on particular topics that are of interest to your business, including: - Data analysis - Supply chain review - Market research - Buying and assortment review - Quote will be finalised after an initial discovery call, once the size of the task is understood - NOTE: this only includes report of findings; this does not include implementation of proposed strategy	£240/day



Suitable for any business owner who wants guidance and inspiration to help with their entrepreneurial journey, whether it's regarding general business, retail or strategy, or even just to stay on track with key business milestones.

Service	Details	Price
Mpowering Coaching	A monthly coaching programme, with one-on-one coaching sessions to keep you accountable to achieve your business goals, inspire and talk through any obstacles to guide you towards a solution, and help you realise the next logical steps for your business. • 1 x 1-hour video call per month, to review of your business targets, the actions required to achieve them, and general business discussions • London clients have the option of an in-person meeting • More calls/meetings can be scheduled at an increased fee • Unlimited support via emails, Whatsapp or text messages for short and quick queries • Minimum 3 month term, with option to extend by month	£120/month



If you need an interim, temporary or short term team member, let us use our years of expertise to help your realise your business goals. We immerse ourselves in your business to become a part of your team, so we can help you bring your vision to life.

Service	Details	Price
Fractional Day Rate	The perfect solution to budget or headcount problems. We join your business as an interim, seasonal or temporary team member, as part of a specific team or as a roaming role across multiple departments • 9:00am – 5:30pm working day, dedicated to your business • Number of days and months to be agreed beforehand, with the option to extend once the agreed term is up • Discounted day rate available for bulk booking • Remote working only; in-person meetings or working will incur an additional fee	£400/day
Excel Setup	We create an Excel spreadsheet with working formulas to help you track expenses, recalculate quantities and costs, or whatever function you require • Final cost dependent on complexity of document requirement • Spreadsheet will be in Microsoft 365 Excel format; should Google Sheets be preferred, this must be stipulated upfront	From £120