



PASSIONATE ABOUT WEBSITES (PTY) Ltd

CLIENT FACT LETTER - 2026

[PASSIONATE ABOUT WEBSITES](#)

Our mission is to assist businesses (and other organizations and individuals) in becoming the owners of basic, but fully functional websites at affordable pricing.

General information:

[Passionate about Websites \(PAW\) VS \[sellrite.online \\(SRO\\)\]\(#\):](#)

You must understand the difference between the services offered by these two companies.:

PAW is the holding company originally set up to rapidly deliver websites to South Africans. The sole focus of PAW is to deliver AFFORDABLE AND FUNCTIONING websites to start-up businesses and small enterprises with a quick turnaround time. This means we must keep costs to a minimum by saving time. To save time, we use only one theme our developers are familiar with, and we only use free plugins - thus no need to charge for the time to research new themes or plugins or charge for paid plugins.

However, as time progressed, we found that some of our clients had envisioned more elaborate solutions for their visuals and e-commerce solutions, and the scale of those productions did not fit in with our pricing plans, the budgets of most clients, and time constraints. Hence, SRO was set up to deal with these more sophisticated websites.

PAW still provides e-commerce solutions to its clients, but those solutions are simple one-client, one-shop solutions with a fixed theme. SRO now focuses on clients of PAW with higher expectations for their e-commerce solutions, which would include marketplaces, chatbots, enhanced vouchers, subscriptions, composite products, enhanced WhatsApp with multiple contacts and scheduled business hours, bookings, distributor/stockist maps, etc. All these added items add to costs, mainly licensing for the software, and development time and pricing are different for clients of PAW and SRO.

To summarise the differences between PAW and SRO:

- With PAW basic sites and basic e-commerce sites, we select a theme and show you examples of what you can expect. Your basic site will have all the information needed to showcase your products and services and allow visitors to contact you. Your e-commerce site, if needed, will be fully functional with a shopping cart, shipping options, and the choice between single, variable, and digital products. This is to save you money and get your site up in the shortest time possible. You know the costs beforehand.
- With SRO advanced e-commerce sites (SRO does not do basic sites), you select a theme, and you show us examples of what you want for your website. We need to learn all about your selected theme, and this will take time. You are charged per hour while we learn and start work on your site. We can't give you an estimate of how long it will take or how much it will cost. You pay development fees until the site is completed and opened to the public, after which you only pay hosting and maintenance fees. We cannot give you a total amount on costs as it all will depend on your requirements.

What will my website look like? One of our most often asked questions is "What will my website look like?" To save our clients' money and meet our mission of providing affordable websites, we stick to a single theme (a theme forms the base for the visual display of a website), and our developers know and allow us to get a website up without having to re-learn a theme every time we start building a website. Think of a theme as different versions of a spreadsheet, for example, Lotus 123, MS Office Excel, Libre Office Calc, Apache OpenOffice Calc, WPS Spreadsheets, and Google Sheets. They all do have similar functionality but appear slightly different, and some themes may



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have minor features, while others do not. The same with themes for websites. Some themes are free, and some themes are paid for. Some themes have features that others do not have. Some themes may do things you want on your website, others may not. They may look slightly different, but and the end, our theme gives you a fully functional website we can configure in a relatively short time. We list websites further down for you to get an idea of what your website will look like, all built with our standard, professional theme.

The benefits of using our theme:

- No extra costs to you. You save money.
- We know it well and can have your site up in a relatively short time. We will need to learn other themes, which will take extra time and money.
- It is functional in the sense that it integrates well with WooCommerce and will be able to do most, if not all, of what you need for your website. You will have to weigh up the costs of other themes (not only the purchasing price but also development time and development charges).

All new websites done by PAW use this professional theme as an offer by PAW. Should you wish to use another theme, then we will only be able to accommodate you as a client of SRO - please see the link for examples of themes we can use on the link in the SRO agreement.

To save money and time, we do recommend you stick to the default theme and become a client of PAW, rather than SRO. ALL BARTERED AND SPONSORED SITES WILL ONLY BE ACCOMMODATED AS PAW CLIENTS. Examples of sites where you may see our theme in action are at <https://passionateaboutwebsites.co.za/completed-projects/>.

Summary of costs:

Full cost options are available at <https://passionateaboutwebsites.co.za/> (Click on the Rates Link in the menu), and in the introduction email we sent to you/

The fees you pay include standard monthly services like, e.g., hosting, e-mail accounts, backups, a restore test, minor maintenance, etc.

Domain registration: We register a variety of domains. You may see available domain names at <https://passionateaboutwebsites.co.za/#extra1>. Please keep in mind that non .co.za domains carry an extra cost – please contact us for these additional costs. As soon as we receive your first payment, we will do the domain registration and pay for it. If you are our paying client, we pay the annual fee as well, and it is included in your monthly fee. If you have already registered a domain, we can initiate a transfer. When registering a new domain, try to use something related to your business in the name; hyphens may work, but the general advice is not to use them - people tend to ignore them. Should you use a paid-for e-mail provider (e.g., Google Workspace), we will happily edit your MX records, so your email keeps running with minimal disruption.

IMPORTANT TO KNOW:

- Banner advertisement: We run a banner advertisement program where we display banners on your site, and in return, your banner ads are displayed on other participating sites. An example with ads is <https://margieburger.co.za/> (very top and very bottom - mandatory covid banner included at the bottom of all sites, and as soon as it is no longer mandatory, it will be removed) and without ads <https://tnkgreen.co.za/> (no ads except mandatory covid banner). These banner ads are an optional



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and free service to paying clients, but mandatory for charity and barter clients. However, banners may be removed by barter and charity clients at an additional cash fee (we will allow charity clients to find a sponsor in which case we remove the banners for the charity and place the banners of the sponsor – should the sponsor withdraw, the bill will be for the charity; else we can implement the banner ads). Clients may have concerns about the type of banners that will be shown on their sites. Please have a look at the T&Cs at <https://passionateaboutbanners.co.za/> and see their rules and regulations. They will go out of their way to ensure no banner that could be in competition or could harm your site will be shown on your site.

- Example sites so you know what to expect.:

- o Essential sites are a cost-effective way to get your first site up. It has limited features, but it will provide visitors with all the information they need about your business. Example <https://thepizzapartyguy.com/> & <https://careercounseling4all.co.za/>. Ten hours of development time is included, and more time is charged for. We are lenient with hours, and even if we go over the ten hours given, we won't charge unless we get to a stage where clients keep changing the scope.

- o Basic sites without e-commerce or indexing/classifieds (PAW clients). Example <https://mygraskop.com/> & <https://drphilipnoltewritingservices.co.za/>. Ten hours of development time is included, and more time is charged for. We are lenient with hours, and even if we go over the ten hours given, we won't charge unless we get to a stage where clients keep changing the scope.

- o Basic e-commerce with standard WooCommerce products only (simple, digital, variable) (PAW clients), e.g., <https://wmad.co.za/shop/>, <https://caidesigns.co.za/>, & <https://tnkgreen.co.za/shop/>. Any other types of products, eg, bookings, composite, etc, will only be done by sellrite.online. 20 hours of development time are included, and more time is charged for. We are lenient with hours, and even if we go over the 20 hours given, we will not charge unless we get to a stage where clients keep changing the scope.

- o Basic site with indexing/classifieds (PAW clients), e.g., <https://besembek.co.za/listing-category/reviewed/>. Any other types of products, eg, bookings, composite, vouchers, auctions, marketplace, etc, will only be done by sellrite.online. 20 hours of development time are included, and additional time is charged for.

- o For PAW clients, we do allow payment of first setup fees over one, two, or three months. The primary condition here is that, should you give notice before all the setup fees are paid, the balance on the setup fees will become payable with immediate effect. This is to aid small businesses in getting affordable websites going. We do not offer this by default, and potential clients must apply before we send them their first payfast payment request.

- o One month's discount is given per period for biannual payments of monthly fees via payfast.co.za, and two months' discount for an annual payment of monthly fees via payfast.co.za. Let us know if you would like to make use of this discount so we can adjust your payfast payment request accordingly. This also is not applied by default, and since we sync annual payments to the 1st of January each year, and biannual payments to the 1st of January and 1st of July each year, payments will be calculated pro-rata.

- o [Sellrite.online](https://sellrite.online) rates – these are for advanced e-commerce sites that may include any non-standard themes or have additional, paid-for functions: 20 hours is included with the initial payment – any additional hours will be charged for. Examples of SRO clients (note that both these sites opted to use our standard theme as it allows for the subconscious funnel effect and lures visitors into action with regular prompts) are <https://booksandstuff.co.za/>, <https://wholenesscomplete.com/>, & <https://mumunplugged.co.za/>.

Site hosting: We host on C-Panel with WordPress hosting only, and, unfortunately, do not work or edit sites hosted on e.g., GoDaddy, Wix, Yola, 1-grid, and similar services. We also do not host on Afrihost, Hostking, Elite Host, or VE Host – you may stay with these to manage your own email and



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domain services, and simply point your website to our servers (we will provide you with the nameservers to use should you prefer this). If you paid for proper WordPress hosting already, excluding the hosts we mentioned, we may consider working on it, provided it meets all our conditions. However, we will need full access to your C-Panel or DirectAdmin as we may need to edit PHP settings, configure e-mail accounts for you, etc. WE WILL NOT GIVE ANY DISCOUNTS ON OUR FEES BECAUSE YOU HAVE ALREADY TAKEN OUT HOSTING. You are welcome to transfer to our servers to save you that fee.

Site design: We use a professional theme that performs well on both PC and Mobile. It is in line with modern technology and trends, is responsive, and incorporates an unconscious funnel effect. This works best for mobile users, considering that about 80% to 90% of your visitors will be from mobile. However, the opposite is true for people making online purchases and banking, thus we always try to find a balance between these two primary devices. Many options are available, and we always try to give the best advice and, of course, service where possible. Please have a look at <https://passionateaboutwebsites.co.za/completed-projects/> and view the most recent sites we worked on to get an idea of what we could do for you. <https://activeexplosive.co.za/> is a site where we made use of spin-off pages of the primary page. It is flexible, and all kinds of information can be incorporated. A further advantage of the design we use is, as mentioned before, a funnel effect we create by providing information, prompting the visitor to action, providing more information, and prompting for a response again, and repeating this process a few times until the interested visitors react and you have qualified leads. If you wish to use any other theme or function, you will become a client of SRO - we provide you with ample examples on our site as to what you can expect as a client of PAW.

Site Content: We sometimes thumb-suck information to fill gaps, but we make sure it carries your approval or asks for the correct information. THE MOST IMPORTANT: ALL CONTENT (text, photos, logos, etc.) ARE PROVIDED BY YOU. This is usually the part where the biggest delay is in progress - we wait for information from a client. We will provide you with our START_HERE document (you may download a copy if you wish from <https://passionateaboutwebsites.co.za/downloads/>), which contains a LOT of information on what type of information we need, and how to get it to us. We do plan to revise that document soon and simplify it for our clients. We can complete and open a new basic site to the public within one to four weeks if we get full cooperation from the client. <https://margieburger.co.za/> was completed within four weeks, and we could work with the client one full weekend, and <https://insightsolar.co.za/> within two weeks, where we could also work with the client over one full weekend - both remotely done via email and WhatsApp. E-commerce sites do take a bit longer to complete. We had full cooperation from the owner of <https://tnkgreen.co.za/>, information and photos were provided (the bulk from a company profile) as we asked for it, and that site was up and running in about five weeks (two weeks alone were spent on configuring a new courier company we have not dealt with before, Kargo, and we did not count our break over Christmas and New Year). However, and unfortunately, some clients are responsible for some major delays - there is mention of these types of delays in our Terms and Conditions. If you do not provide us with content at a suitable time, we will take on new paying clients, and you will fall in at the back of the line and wait your turn.

E-Commerce: We can configure fully functional e-commerce websites. We pride ourselves that we are South Africans, building websites for South Africans. We make use of the number one online payment solution for South Africans, payfast.co.za. It is a secure payment solution that allows direct, online payments. Payfast has the added benefit that,



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should your site allow subscription products, it caters to repeat payments. By default, we also include EFT as an option. Where clients use Yoco or iKhokha, we can implement that also.

Examples of some of our sites running WooCommerce (the only shopping cart we implement) are <https://wmad.co.za/shop/>, <https://tnkgreen.co.za/shop/>, <https://tashacreations.co.za/shop/> & <https://booksandstuff.co.za/shop/>. Additional configurations can be done using Variable Products (this is ideal, e.g., sizes or colours of clothes & shoes, etc, quantities of pre-packed items, e.g., 100 tablets, 200 tablets, 500 tablets, etc.). We could use Composite Products to define add-ons to products. An example of this would be unique designs and colours printed on T-shirts.

Unfortunately, we cannot use Variable products and Composite products with each other as their pricing and attribute structures are incompatible. Composite products in the future will only be available when you are a client of sellrite.online.

Digital downloadable products can easily be accommodated.

An additional feature we implemented for one of our charity sites, currently undergoing a revamp, is a set discount for bulk buyers (wholesale pricing) – a set discount (rand or %) can be set for all your customers registered as bulk buyers. Various shipping methods can be implemented, and we have integrated Collection, SA Post Office (we do not support this anymore), POSTNET, Paxi, Pargo, Kargo, Pudo, and courier (generic settings covering most common couriers, e.g., The Courier Guy) for clients.

E-commerce products and Blog content: We will load ten e-commerce products on your behalf to set the groundwork. After that, you will load and edit your products, manage stock, and manage orders. You will be given access as a shop manager to fulfil this function. Three sample blog items are provided by default, and you will be given access as an author to create and edit the content on your posts and pages. We do recommend clients use blogs, as this is an ideal way to draw visitors from Google and Bing.

Search Engine Optimization (SEO) & Marketing: Once your site is up and running, we list your site with Google and Bing. We install SEO optimisation tools on your site that will guide you when creating content (products and posts for your blog). The guidelines are easy to follow and will make suggestions on how you can improve your content. Once you have ALL GREENS, you are good to go! However, we are not specialists in this field, and should you need more than this, we will refer you to specialists. Also, SEO management (and if you include digital marketing) can become a full-time occupation, something our affordable fees do not allow for. The best advice we can give on ranking well on Google is the following:

- Include your required “keywords” in the text of your site where possible.
- Have a budget and get a specialist to advertise your site on Google. We can refer you to someone who does that.
- Also, have a budget and get an SEO specialist to take care of your site (we address the basics, and that is included in our fees) – once again, we can refer you to specialists.

For general marketing of your site ON A LOW BUDGET, we recommend the following:

- Get into social media marketing, specifically Facebook and Instagram. This is not our field of expertise, but we make use of the professional services of AskRoline (<https://askroline.co.za/>) or M4Marketing (<https://m4marketing.co.za>) ourselves at affordable pricing, and we could also refer you to some others. You could also do this yourself, but you will have to be committed to regular posts.
- We do recommend you keep a blog on your site. This is one of the most effective and free ways to pull visitors via search engines like Google and Bing. Short articles about your guest house, e.g., room or facilities, amenities, what to do in the area, and other points of interest. This has



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worked very well for our travel blog (Besembek et alia – <https://besembek.co.za/>), but it took some time to get there and achieve results. Most of the visitors to Besembek et alia now arrive via Google.

- Take part in our banner ad program – it is free for paying sites, and compulsory (with opt-out options) for barter and charity sites. For more information, please see Passionate about Banners (<https://passionateaboutbanners.co.za/>). The deal we struck for our clients is that you allow us to place ads on your site, while your ads are displayed on other participating sites. PLEASE DO NOT CHECK OUT AND PAY ON THAT SITE SHOULD YOU WISH TO MAKE USE OF THIS OFFER – JUST LET US KNOW, AND WE WILL DO THE REST.
- We publish advertisements in a couple of digitally distributed newsletters, some free, some at ridiculously low monthly fees. This seems to be working for us. We recommend you do the same. If you know of any of these in your area, please let us know – we would love to make use of any free advertising.
- Work through our 17 Tips – available for purchase by non-clients at <https://passionateaboutwebsites.co.za/>. Paying clients will receive a free copy.

Backups and Restore-tests: We run regular automated backups on all our sites, and at least two forced backups per month per site. We also run at least one restore test on the most recent backup of each site once a month to ensure our backups are functioning properly and that we will be able to restore your site with minimal loss should disaster strike. These are all covered by your monthly fees.

Updates and maintenance: Minor edits to sites will be done at no charge (covered by your monthly fees) but we will quote you on larger projects. We do regular maintenance and security updates on your site to ensure all is functioning properly and hackers are kept at bay.

Terms and Conditions: Our T & Cs are available at <https://passionateaboutwebsites.co.za/terms-and-conditions/> - please read through them - not as complicated as Microsoft's - it also answers many questions that are sometimes asked.

Annual increases: Annual increases take place in January each year. All customers pay us through payfast, and we adjust the payment on that system. Advanced notice is sent.

Payments: All payments are payable in advance. Once we have agreed on the final amounts and packages, we will send a payment request from payfast, where you can make an online payment (our preferred way in which we accept payment – we found that we have far fewer issues with non-payment in this way than with clients paying via EFT). The first monthly payment takes place on the calendar month following the month in which the initial payment was made, on days one to seven. From the following month, all payments are recovered on the first of each month. Invoices and statements are sent at the end of each month.

Guarantee: Unfortunately, we cannot guarantee the success of your site. The success of your site depends on the effort you put into marketing your site and products/services. One of our small sites is doing exceptionally well, where the owner actively markets her e-commerce site, showcases products on social media, and then links back to her site. Another site draws visitors from Google through a blog where articles are posted regularly, but it took a while to get to where they are. Unfortunately, we also experience site owners who ignore all the advice we give - we can see it in the visitor numbers to those sites and the low sales figures. We do guarantee a 99%+ uptime.



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Emails: We have options for email accounts – you may use your hosting or ours. When you use ours, you may choose between Forwarding to Gmail, POP / IMAP. More information is in the START_HERE document mentioned earlier. Your e-mail account/s will be yourchoice@yourdomain.co.za.

Add a page and earn: We always need new clients. We have added pages to the sites of our existing clients collaborating with us on this, where they earn commissions on successful conversions. An example of such a page can be seen at <https://askroline.co.za/website-development/>. More information is available in our terms & conditions. This is optional and only done on request from our clients.

There are some things we DO NOT DO: None of the below services is our forte. We specialise in building basic and e-commerce websites. We know enough to also know that you will find someone better to do this for you.

- We do not integrate WooCommerce shops with Facebook and Instagram shops anymore. Facebook has changed its requirements about this, and it has become exceedingly difficult for non-META specialists like us to do these integrations. Even though we successfully integrated these shops before, we now leave this to the specialists. We do have a specialist we will refer you to.
- We do not do graphic design. We will refer you to our graphics designer if you need any graphics work done. We will require you to provide us with graphics for logos, favicons, banner ads, etc., meeting specific requirements.
- We do not do social media marketing. We know what Facebook and Instagram are, but we hire professionals to do our social media marketing.
- We do not specialise in SEO. We understand the basics and even install tools on your website to aid you. We will refer you to specialists in this field should you be interested.
- We do not integrate API functions, connect to supplier databases, or stock exchanges for currency and bullion-related exchange rates unless we have FULL CO-OPERATION (not only documents – they need to do the connection and any other required configurations and linking to your products – we will give them access to the site) with your service provider on this.

Places of accommodation (Rural Tourism related only and not situated in cities, towns, or villages):

- To get published (no web service required, but a website is required for magazine publication): We may get you published if your place of accommodation meets our criteria (it is not a given that we will publish, but please provide information and we will seriously consider it), and the criteria of a national magazine (very strict criteria but not unreasonable) we write for. Places we write on can get exposure to the value of R25,305.00 on our Besembek et alia blog and associated ongoing cover (social media, banner ad program), and an additional value of R20,000.00 to R50,000.00 can be added if we manage to get your place published in the national magazine, provided you meet the criteria (providing quality accommodation). Costs to you will be accommodation for two people for one weekend (check in on Friday afternoon, out Monday morning or afternoon, if travelling back to Johannesburg in good time to get to the office is feasible – alternatively, three weeknights should we be in your area during a road trip. Please keep in mind we work full-time, and visits during the week may not be possible at all.) plus an interview with owner/s and /or manager/s.
- For web-related services: We prefer to barter on a Rand-to-Rand basis with places of accommodation that meet our criteria (it is not a given that we will barter, but please supply information, and we will seriously consider it). We will build up a balance with you in exchange for web-related services and make use of your accommodation should we visit your area. We will charge you standard rates, the same as you. The same criteria as for Besembek et alia will apply.



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- If you prefer not to be published or not to barter, standard rates still apply.

Other Barter Agreements: We sometimes barter if we think we may find your service or products useful on an ongoing basis. If you are within a reasonable distance from Johannesburg, please let us know what products or services you have on offer, and we will consider a barter deal. Butcheries, even if you are not close to Johannesburg, remember that dry wors and biltong can be couriered. Vehicles need to be serviced, hair needs to be cut, medicine and food need to be bought, etc.

Examples of sites we completed: We supply examples of websites you may have a look at to see what we can offer you. Please visit <https://passionateaboutwebsites.co.za/completed-projects/>.

Next Step:

To get going:

- Please make sure that you understand the difference between SRO and PAW – any questions, please contact us. You don't need to be a client of SRO to have a fully functioning online shop – most of our online shops are PAW clients, except for Books & Stuff (marketplace), MUM Unplugged (Advanced vouchers and subscription), Wholeness Complete (secure digital online books), and Tasha's Creations (Advanced Vouchers).
- Complete the form on our website to indicate that you agree with our Terms and Conditions (<https://passionateaboutwebsites.co.za/#contact/>).
- After the first payment has cleared, we will initiate the domain transfer to our servers (if you already registered your domain yourself). The current owner of the domain will have to allow that – they will receive an email from the domain registrar asking them to 'vote' for or against the transfer. Please vote for the transfer. Otherwise, if you have not registered a domain yet, we will register a domain for you if it is available.
- Should we transfer your domain, there will be a minor delay in receiving email while the new name servers take effect. Also, you will have to make sure you have a copy of your email, as you will not be able to access the older server to retrieve your email. Before we initiate the transfer, you will have to provide us with all email accounts in use so we can re-create them on the new server. Remember that after the migration, you will start with an empty inbox on the new server.
- Once the transfer or registration of the domain has taken place, we will be in touch to ensure your email is up and running and then start collecting information to fill in the gaps on your site.
- Going forward, as a paying client, we will pay your annual domain fees if it is a .co.za domain, and hosting, so you will be able to cancel any payments you currently make for hosting should you do so.

When you are ready, please complete the attached agreement document (either SRO or PAW) and send it back to us – a .jpg photo or scanned/ photo .pdf will do.

Please do not hesitate if you have any questions - WhatsApp or email, and I will reply as soon as I can.

Kind regards,

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