

# Services & Pricing — 2026

AI-ready websites, audits, and SEO — built on our proprietary 13-pillar AI Readiness framework. Prices in ZAR, valid for 2026.

## Our 13-Pillar AI Readiness Framework

Every audit and build is measured against all **13 pillars** — the structural, semantic, and trust signals that determine whether large language models (ChatGPT, Claude, Gemini, Perplexity) will cite your business when prospects ask. Scoring is out of 100 with no pillar permitted to fall below the publish threshold.

<b>A.</b> Entity Clarity	<b>B.</b> Schema Markup
<b>C.</b> llms.txt	<b>D.</b> robots.txt & AI Crawlers
<b>E.</b> sitemap.xml	<b>F.</b> Content Depth
<b>G.</b> FAQ Quality	<b>H.</b> Trust & Authority
<b>I.</b> Internal Linking	<b>J.</b> OG & Metadata
<b>K.</b> Technical Performance	<b>L.</b> Local SEO Foundations
<b>M.</b> Brand & Visual Consistency	

## AI Readiness Audits

Scored reports across all 13 pillars with prioritised, plain-English fixes.

Service / Tier	Price (ZAR)	Notes
Free AI Score (online tool)	R0	Instant high-level score. Available at <a href="https://apexshiftai.co.za/ai-score">apexshiftai.co.za/ai-score</a> .
Starter AI Readiness Audit	R3,500	20-page PDF report, all 13 pillars scored, delivered within 48 hours.
Professional AI Readiness Audit	R7,500	Complete 13-pillar audit with 30-minute video walkthrough & prioritised roadmap.
Enterprise Audit	R8,500 – R14,000	Multi-site / multi-location audit with stakeholder workshop.

## AI-Ready Websites

New builds engineered for AI citation from day one — schema, llms.txt, 13-pillar compliance baked in.

Service / Tier	Price (ZAR)	Notes
Starter Website	R9,500	3–5 pages. Trades, sole traders, single-service businesses.
Professional Website	R18,500	6–12 pages, blog, location pages, full schema set.
Premium Website	From R35,000	Custom development, client portals, automation, integrations.

Service / Tier	Price (ZAR)	Notes
Web App Development	From R35,000	Custom enterprise applications & SaaS tools.

## SEO & AI Visibility Retainers

Ongoing 13-pillar maintenance, content growth, and AI citation tracking.

Service / Tier	Price (ZAR)	Notes
SEO Starter	R2,500 – R3,000 / month	Monthly monitoring, health checks, reporting.
SEO Growth	R3,500 – R5,500 / month	Content + keyword growth + technical fixes.
SEO Premium — Local Domination	R7,500 – R12,000 / month	Full local domination package across Gauteng.
Full Growth Bundle	R5,500 – R9,000 / month	Complete digital management — SEO, content, GBP, reporting.

## Google Business Profile (GBP)

Service / Tier	Price (ZAR)	Notes
GBP Setup & Full Optimisation	R3,500 – R6,000	Category, keywords, photos, Q&A, review system.
Citation Building (ZA Directories)	R1,800 – R3,000	20–40 quality South African directory listings.
Review Generation System	R1,200 – R2,000	Process, templates, QR codes, follow-up flow.
Monthly GBP Management	R650 – R1,500 / month	Posts, Q&A, review responses, insights reporting.

## Content & Copywriting

Service / Tier	Price (ZAR)	Notes
Content Writing	From R1,500	Service-page rewrites, blog articles, full website copy — scoped to need.
FAQ Content Package (50+ entries)	R4,500 – R7,500	Real search-query format with FAQPage schema applied.
Landing Page (500–800 words)	R3,500 / page	Unique suburb-specific landing pages.

## Retrofit & Add-On Services

For existing websites needing specific 13-pillar gaps closed.

Service / Tier	Price (ZAR)	Notes
Schema Markup Implementation	R6,000 – R9,500	Full structured data across all page types, validated with zero errors.

Service / Tier	Price (ZAR)	Notes
llms.txt Creation & Setup	R1,800 – R2,500	AI summary file created, configured, published — fastest AI-visibility lift.
Custom Integrations & APIs	From R5,000	Payment gateways, CRMs, booking systems, WhatsApp, accounting.

## How to engage

1. Start with the **Free AI Score** at [apexshiftai.co.za/ai-score](https://apexshiftai.co.za/ai-score) — takes 30 seconds.
2. Book a free AI Visibility Check via the website or WhatsApp **+27 61 049 5154**.
3. We send a scoped quote within 24 hours and start within 5 business days of acceptance.

Apex Shift AI · Pretoria, South Africa · [apexshiftai.co.za](https://apexshiftai.co.za) · [hello@apexshiftai.co.za](mailto:hello@apexshiftai.co.za) · +27 61 049 5154

All prices in ZAR, exclude VAT where applicable, valid for 2026. Ranges depend on scope; fixed quotes are issued in writing after scoping.