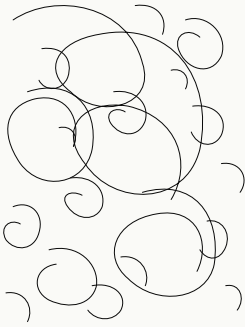


setup.



1/ tracking & analytics.

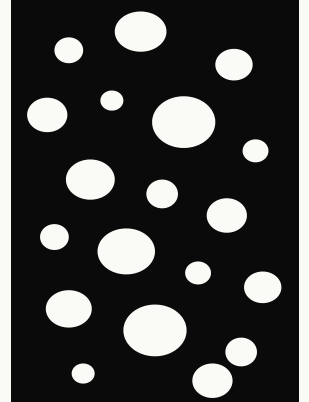
*precise tracking for
precise decisions*

- × analytics setup from scratch (*accounts + GTM + tracking*)
- × GTM container setup
- × tracking via GA4
- × tracking via Meta Pixel
- × tracking via Google Ads
- × conversions & custom events
- × server-side tracking (*Conversion API*)
- × debugging existing tracking

2/ web & dev.

*a site that works,
not just a pretty one*

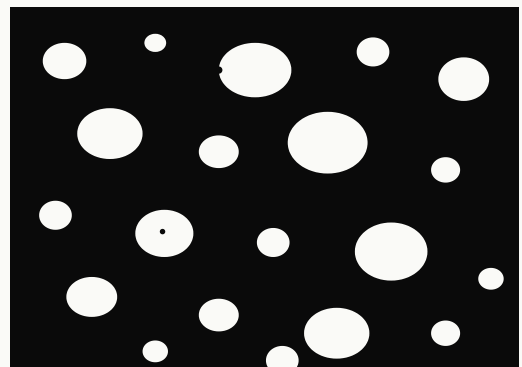
- × WordPress single-page
- × WordPress multi-page
- × custom web (*from a design*)
- × domain & hosting setup
- × SSL, HTTPS, redirects
- × responsiveness & Core Web Vitals
- × integrations (*API, forms, payments*)
- × analytics wired straight into the code



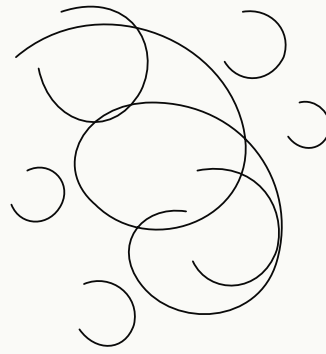
3/ systems & support.

infrastructure that doesn't go down

- × Smartmailing setup (*account, DNS, templates*)
- × email DNS records (*SPF, DKIM, DMARC*)
- × connecting web ↔ CRM ↔ mail
- × fixing technical errors & outages
- × hosting, domain & project migrations
- × hourly IT support as needed



less talk. just code and *data that add up.*



dev & tracking

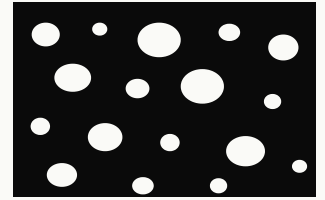
aleksandr — murzin

how i work.

- × i set things up once, so they last
- × tracking has to show real numbers, not guesses
- × a website has to be fast and stable, not just pretty
- × if something breaks, i know where to look

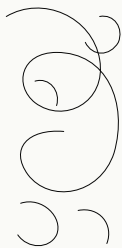
I've been doing web and tracking since before social media became a must for businesses. I set up tracking that doesn't crack on the first campaign, and websites that don't go down when real traffic hits. I don't do strategy or creative — I've got colleagues for that. I'm one level down: at *the console, code and configuration*.

scope & pricing



tracking & analytics.

complete analytics setup — <i>accounts + analytics + tracking, Meta/Google/GA4 via GTM</i>	300 €
Meta analytics setup — <i>new / fixing a broken one</i>	50 €
Google analytics setup — <i>new / fixing a broken one</i>	50 €
GA4 analytics setup — <i>new / fixing a broken one</i>	50 €
adding a conversion — <i>Meta / Google</i>	30 €



web & development.

single page web — <i>WordPress, content & structure supplied by the client</i>	500 €
custom web — <i>a site built on a custom design</i>	from 1 000 €
smartmailing full setup — <i>account / analytics / DNS</i>	150 €

operations & collaboration.

other IT tasks — <i>hourly rate</i>	15 € / hr
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note: prices are indicative. the final cost depends on the state of the project — sometimes you just extend the existing setup, other times you start from scratch and budget for it.

