ИП Чапаев Руслан Рафаэлевич
inreallab.ru · wildgear@inbox.ru
+7 993 390-99-36 · t.me/rus_dikiy

Landing pages for traffic
Prices 2026 · inreallab

1.1 Landing pages and promo sites

PRODUCT	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Landing Start (template-based)	Ready-made responsive template, 1 enquiry form, analytics, publication	$65 – $380 (site builders), $380 – $1,000 (freelance)	**from $300**	per project
Landing Basic (single page)	Bespoke design of the first screen + 5–7 blocks, responsive layout, form + notifications, Metrica/goals	$650 – $1,500	**from $700**	per project
Landing Pro (built for ads)	Prototype + sales copywriting, design from scratch, A/B-ready headlines, CRM integration, Yandex Direct/VK pixels, structured data	$1,000 – $3,800 (premium agencies up to $6,300)	**from $1,200**	per project
Promo site (campaign/event/product)	Image-led design, animations, timers/mechanics, multi-screen brand story	$1,200 – $3,200	**from $1,400**	per project
Promo special project	Promo site + participant's customer account, gamified mechanics, multiple languages	$3,200 – $6,300	**from $3,800**	per project
Quiz landing page	Interactive survey funnel, branching questions, step-by-step lead capture, calculation/recommendation at the end	$190 – $1,200	**Basic from $440 / Pro from $750**	per project
Multi-landing (per keyword)	Content swapped per query/campaign, N landing pages for different offers	$1,200 – $3,200	**from $1,500**	per project

PRODUCT	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Turnkey Tilda website (fast premium channel)	Professional design work on Tilda: bespoke design, Zero blocks, integrations, responsive layout — NOT a builder template	landing page $1,300 – $1,900; multi-page site $3,800 – $7,500	**landing page from $1,300 / multi-page site from $3,800**	per project
Tilda licence (paid by the client)	Personal $75/year, Business $150/year — not part of our price	—	**not included**	per year

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Landing page prototype / wireframe (Figma, screen structure)	$65 – $380 (freelance/studio)	**from $150**	per project
Landing page design mockup only (Figma, no markup)	$65 – $1,000	**from $380**	per project
Landing page markup only, from an existing mockup (Figma/PSD → HTML, responsive)	$40 – $500	**from $320**	per project
Sales copywriting for a landing page (all block texts + offers)	$65 – $500	**from $190**	per project
Mobile adaptation of an existing landing page	$65 – $320	**from $150**	per project
Redesign of a live landing page (new design on the current structure)	$320 – $1,300	**from $500**	per project
A/B testing setup for a landing page (variants + analytics)	$130 – $650 (estimate)	**from $250**	per project
Landing page integration with CRM (amoCRM / Bitrix24)	$65 – $380	**from $150**	per integration
Online payments / acquiring setup (YooKassa, T-Kassa)	$65 – $320	**from $130**	per integration
Enquiry notification setup (Telegram bot / e-mail)	$40 – $190	**from $75**	per setup
Installing and configuring counters/pixels + goals (Metrica, VK Pixel, Yandex Direct)	$15 – $250	**from $100**	per setup
Landing page SEO optimisation (meta tags, keyword-led copy, structured data)	$130 – $650	**from $190**	per project
Load speed optimisation (PageSpeed 90+, compression, acceleration)	$65 – $380	**from $190**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Scroll animations and micro-animations for a landing page (GSAP)	$190 – $750 (estimate)	**from $250**	per project
Additional language version of a landing page	$130 – $500	**from $250**	per version
Publication: domain + hosting + SSL, linking and upload	$40 – $130	**from $65**	per project
Turnkey landing page on the Flexbe / Platforma LP builder	$130 – $900	**from $500**	per project
Personal landing page / personal brand / online CV	$190 – $750	**from $320**	per project
Promo landing page for a mobile app (app landing)	$500 – $1,900	**from $700**	per project
Lead magnet design (PDF / checklist / guide behind a form)	$40 – $250	**from $100**	each
Landing page ongoing support on a monthly retainer (revisions, hosting, monitoring)	$40 – $250 / month	**from $65**	per month
One-off changes to a finished landing page (content/blocks)	$20 – $130	**from $40**	per edit/hour

5.2 UX/UI interface design

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Landing page	prototype, UI desktop+mobile, responsive layout	$190 – $1,900	**from $750**	project
Premium promo landing page	concept, complex grid, animations	$1,300 – $6,300	**from $1,900**	project
Corporate / multi-page website	UX structure, 8–20 screens, UI kit	$1,900 – $10,000	**from $3,200**	project
Online store	catalogue, product page, cart, checkout, customer account	$3,200 – $19,000	**from $5,000**	project
Web service / platform	20–60+ screens, states, design system	$5,000 – $37,500	**from $7,500**	project
Mobile app	UX flows, 20–50 screens, HIG/Material, 2 platforms	$3,800 – $31,500	**from $6,300**	project

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Telegram Mini App (TMA)	UX flows for the Telegram UI Kit, light/dark theming, 8–25 screens, states (development — see 3.1)	$1,300 – $5,000	**from $1,900**	project
Dashboards / admin panels / BI	metrics visualisation, tables, filters	$2,500 – $15,000	**from $3,800**	project
Single screen design	UX+UI, responsive layout, states	$65 – $320	**$100**	screen
Prototyping (interactive)	clickable Figma prototype	$380 – $3,200	**from $650**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Wireframes / low-fi prototype (greyscale)	$130 – $1,000	**from $320**	project
Quiz landing page / multi-step quiz design	$250 – $1,500	**from $600**	project
Adapting a desktop design for mobile (existing mockup)	$190 – $1,500	**from $380**	project
Tablet adaptation	$100 – $750	**from $250**	project
Dark mode design for an existing interface	$250 – $1,900	**from $750**	project
Product card design (template)	$100 – $500	**from $190**	template
Catalogue / listing page design with filters	$190 – $1,200	**from $380**	screen
Cart and checkout design (separately)	$250 – $1,500	**from $500**	flow
Customer account design as a separate block	$500 – $3,800	**from $1,000**	project
App onboarding flow (welcome / first launch)	$250 – $1,500	**from $500**	flow
Empty states / errors / 404 design (set)	$100 – $500	**from $190**	package
Complex form / questionnaire / configurator design	$190 – $1,300	**from $380**	project
Email / newsletter template design	$100 – $650	**from $190**	email
Push / in-app notification design (set of states)	$75 – $380	**from $150**	package
Custom interface icon set	500 – $40/icon, set $190 – $1,000	**$15/icon, set from $320**	icon/set

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Design + build of a landing page on Tilda	$380 – $2,500	**from $750**	project
Design of a single landing page block / section (customisation)	$65 – $320	**from $100**	block
Smartwatch / watch app interface design	$500 – $3,200	**from $1,000**	project
Embeddable widget / module design (calculator, chat)	$190 – $1,300	**from $380**	project
Design iterations / revisions (hourly rate)	$20 – $65/hour	**from $35/hour**	hour
Dev handoff: preparing mockups for development (annotations, spec, assets)	$130 – $900	**from $250**	project
Business-card website (mini, 3–5 screens)	$380 – $1,900	**from $900**	project

8.7 CRO and A/B testing

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
CRO audit + hypothesis map (one-off)	$250 – $900	**from $490**	per project
A/B / multivariate test (one-off experiment)	$190 – $600	**from $180**	per test
CRO retainer "Growth" (2–3 A/B tests/month)	from $1,000/month	**from $900/month**	per month
CRO retainer "Maximum" (3–4 tests + funnel + lead generation)	from $2,000/month	**from $1,700/month**	per month
Performance uplift fee: % of the revenue increase (option)	up to 10% of the uplift (negotiable)	**from 5% of the uplift**	option

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Express UX/usability audit (heuristic, against Nielsen's checklist)	$130 – $380	**from $190**	per project
Moderated usability testing with real respondents (5–8 people, recruitment + sessions + report)	$500 – $1,900	**from $650**	per project
Unmoderated usability testing (online services of the AskUsers/Fabuza type), per respondent	300 – $20/respondent	**from 900**	per respondent

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Behaviour analysis: session recordings + click/scroll/mouse maps (heatmaps)	$130 – $380	**from $170**	per project
Conversion funnel analysis (funnel analysis in Yandex Metrica/GA, finding bottlenecks)	$190 – $500	**from $190**	per project
Setting up goals, events and micro-conversions for CRO measurement	$65 – $250	**from $90**	per project
CustDev / in-depth customer interviews (per interview, with transcript and insights)	$40 – $130/interview	**from $65**	per interview
On-site surveys and NPS: set-up, collection and analysis	$130 – $380	**from $130**	per project
Design mockup(s) of the variant(s) for an A/B test (new block/screen/landing page)	$130 – $500 per variant	**from $170**	per variant
Technical implementation of a test variant (markup + rollout via tag manager)	$100 – $380 per variant	**from $130**	per variant
Split test setup in the tool (Varioqub/Yandex experiments, VWO, AB Tasty)	$65 – $250	**from $100**	per test
Statistical analysis of test results + report with a recommendation (significance, uplift)	$65 – $250	**from $100**	per test
Hypothesis prioritisation by ICE/PIE + CRO roadmap	$190 – $500	**from $190**	per project
Lead form / checkout optimisation for conversion	$190 – $650	**from $240**	per project
CRO of a product/category page (e-commerce)	$250 – $750	**from $300**	per project
Landing page rework for conversion (CRO redesign: prototype + design + markup)	$500 – $1,500	**from $490**	per project
Mobile version conversion optimisation as a separate job	$250 – $750	**from $300**	per project
Website personalisation setup by segment (dynamic content/offers)	$380 – $1,300	**from $440**	per project
Competitive CRO benchmarking (review of competitors' conversion solutions)	$190 – $500	**from $190**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
CRO workshop / training the client's team in the testing process	$250 – $750 per session/group	**from $320**	per session

→ Как начать

Бесплатный разбор задачи. До сметы — созвон и разбор: что реально нужно, что можно не делать сейчас, где деньги. По итогу — фиксированная смета, план по этапам и сроки.

- **Оплата поэтапная:** аванс 30–50%, далее по этапам; абонентские услуги — помесячно.
- **Гарантия:** устранение дефектов бесплатно 3–12 месяцев по договору.
- **Скидка за полный цикл:** сайт + маркетинг + поддержка одной командой — скидка на разработку.
- **Срочность:** +20–50% к базовой цене.
- Рекламный бюджет площадок (Директ, VK, Telegram Ads и т.д.) оплачивается площадке напрямую и в стоимость услуг не входит.
- Все цены — стартовые «от», в рублях, без НДС. Итог зависит от объёма, сложности и сроков.

ИП Чапаев Руслан Рафаэлевич · inreallab.ru
+7 993 390-99-36 · wildgear@inbox.ru · t.me/rus_dikiy

Цены в рублях, без НДС · действительны в 2026 году
Финальная смета — после бесплатного разбора задачи