

Good Help

Rate Card March 2025

Early Bird Special – 25% Off All Rates! Valid until 31 May 2025

Get 1 month free with a 3 month contract on all rates!

Why advertise with us

Advertising with GoodHelp gives businesses access to a growing platform focused on families, domestic help, and household services. Our website attracts hundreds of visitors each month, with people actively searching for trusted service providers. By advertising with us, your business will gain visibility to this engaged audience, resulting in more leads and potential customers. All of our packages include the creation of all the content and assets best suited to your brand, ensuring your promotions are on-point and aligned with your business goals.

In addition to gaining immediate visibility, advertising with GoodHelp also boosts your SEO. As our platform grows, the valuable backlinks to your business will help improve your Google search rankings, strengthening your online presence over time. This is not only an opportunity for immediate traction but also a smart investment in long-term growth.

Our Monthly Traffic

GoodHelp is projected to attract approximately **10,000 - 15,000 monthly visitors**, with steady growth as our platform gains traction. As we continue to expand our reach through targeted marketing, SEO optimization, and social media efforts, these numbers are expected to increase significantly. With this level of traffic, you can expect around 200 - 500 form submissions per month, including sign-ups, inquiries, and requests for services. These highly engaged users are actively seeking domestic help and household services, making it an ideal opportunity for businesses to gain maximum exposure. The combination of high-traffic volume and strong user engagement ensures that advertising with GoodHelp will provide valuable leads and long-term benefits to your brand.

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Website Banner Ads - **Design included**

Top & Sidebar Banners per month (Per Feed & Single Pages):

Maximize your brand's exposure with our top and sidebar banner ads, featured on both our feed and individual pages. These premium placements offer the highest visibility across GoodHelp, ensuring your ad reaches a targeted audience of families and individuals seeking trusted domestic services. Positioned prominently at the top and in the sidebar, your brand will be front and center, generating maximum impressions. Ideal for businesses looking to stand out and attract attention, these ads not only drive traffic but also help improve your SEO through high-quality backlinks. With consistent monthly exposure, your business will gain both immediate visibility and long-term online growth.

Placement	Standard Price	Early Bird Price
Articles Feed	R2,000.00	R1,500.00
Service Partners Feed	R2,000.00	R1,500.00
Events Feed	R1,500.00	R1,125.00
Single Review Pages	R1,200.00	R900.00
Single Article Pages	R1,200.00	R900.00
Single Event Pages	R1,200.00	R900.00
Single Review Pages	R1,200.00	R900.00

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Sidebar Banners Only:

Boost your brand's visibility with our Sidebar Banner Ads, strategically placed on individual pages and our feed. These eye-catching placements ensure your business is seen by users actively browsing for domestic help services. While offering targeted exposure, sidebar banners remain less intrusive, providing a balance of visibility without overwhelming the user experience. Perfect for businesses aiming to engage a specific audience, these ads also contribute to your SEO through valuable backlinks, helping your business rank higher in search results. Stay front and center on key pages, increasing traffic and building brand recognition over time.

Placement	Standard Price	Early Bird Price
Find Work Page	R1,000.00	R750.00
Find Help Page	R1,000.00	R750.00
Single Worker Profiles	R800.00	R600.00
Single Job Post Pages	R800.00	R600.00

Homepage Banner:

Stand out on the most visited page of GoodHelp with our premium Homepage Banner. Positioned at the top of the homepage, this high-visibility ad spot ensures your brand is seen by every visitor as they enter the site. With the homepage being the gateway to all content, your business will receive maximum exposure to a wide, engaged audience. This prime placement not only drives immediate traffic but also enhances your SEO through valuable backlinks, boosting your online presence and helping you rank higher on search engines. A perfect choice for businesses looking to make a strong impact and attract a steady flow of potential customers.

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Placement	Standard Price	Early Bird Price
Midway Homepage Horizontal Banner	R2,500.00	R1,875.00

Featured Service Partner Profiles (Lead Generating)

Our Lead Generating Service Partner Profiles offer businesses the opportunity to showcase their services directly to an engaged audience actively seeking domestic help and household services. These profiles are designed to highlight your company's offerings, with detailed descriptions, contact information, and service areas, making it easy for potential customers to find and connect with you. By being listed as a service partner, your profile will appear in relevant searches, generating high-quality leads from users specifically looking for your services. This feature not only helps increase visibility but also boosts your SEO by providing valuable backlinks, contributing to higher search engine rankings. It's an effective way to attract new clients and grow your business within the domestic services market.

Includes:

- ✓ Business profile with contact details
- ✓ Website link
- ✓ Custom Lead Form for direct inquiries
- ✓ Leads sent instantly to your email

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Placement	Standard Price	Early Bird Price
Featured Profile (Monthly)	R3,000.00	R2,250.00
Featured Profile (3 Months)	R7,500.00	R5,625.00

Sponsored Content & Lead Generation

With our Sponsored Content & Lead Generation service, we create high-quality, tailored content for your business, designed to resonate with GoodHelp's engaged audience. Our team will craft informative articles, blog posts, and ads that showcase your services in a way that aligns with the interests and needs of families and individuals seeking domestic help. This content is strategically placed across the platform to maximize exposure and drive traffic to your service profile. In addition to boosting your brand's visibility, we ensure that the content is optimized for lead generation, encouraging users to take action and inquire about your services. The content also provides valuable backlinks, helping improve your SEO and search engine rankings. It's a powerful way to attract potential customers and grow your business.

Placement	Standard Price	Early Bird Price
Sponsored Blog Post	R2,500.00	R1,875.00
Featured Event Listing	R1,500.00	R1,125.00

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Social Media Promotions

Our Social Media Promotions service includes expertly crafted content tailored to your brand and target audience. We create engaging posts, images, and captions designed to drive awareness and attract potential customers to your business. These promotions are shared across our active social media channels, ensuring maximum visibility. From Facebook and Instagram to LinkedIn and beyond, our content is optimized for each platform to maximize engagement and conversions. Whether you're promoting a special offer, a new service, or simply raising brand awareness, our social media promotions will help you reach a broader audience and generate high-quality leads. Additionally, all content is crafted with SEO best practices in mind, helping to strengthen your online presence and drive long-term growth.

Placement	Standard Price	Early Bird Price
Single Social Media Post	R800.00	R600.00
Social Media Campaign (3 Posts + Story Feature)	R2,000.00	R1,500.00

Bundle Packages

Best Value – Save More with Bundles!

Our Bundles offer a cost-effective way for businesses to maximize their exposure across multiple platforms on GoodHelp. These packages combine various advertising services, including website banner ads, social media promotions, and lead-generating partner profiles, all at a discounted rate. We create all the content and assets best suited to your brand, ensuring consistency and alignment with your marketing goals. Whether you're looking for increased visibility on our website, social media, or both, our bundles are designed to deliver maximum results.

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Placement	Standard Price	Early Bird Price
Starter Package - Website Banner Ads (1 placement on Articles Feed or Service Partners Feed) Sidebar Banners (1 placement on Find Work Page or Find Help Page) Social Media Promotions (1 Social Media Post)	R3,500.00	R2,625.00
Growth Package - Website Banner Ads (2 placement on Articles Feed, Service Partners Feed, or Events Feed) Sidebar Banners (2 placements on Find Work Page, Find Help Page, or Single Job Post Pages) Social Media Promotions (Social Media Campaign: 3 Posts + Story Feature) Featured Service Partner Profile (1 Month)	R5,500.00	R4,125.00
Premium Package - Website Banner Ads (all placements) Social Media Promotions (Social Media Campaign: 3 Posts + Story Feature) Featured Service Partner Profile (3 Months) Sponsored Content & Lead Generation (1 Sponsored Blog Post)	R8,500.00	R6,375.00

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Contact Us

For bookings & inquiries, email promote@goodhelp.org.za.

Early Bird Special Ends 31 May 2025! Lock in your discounted rate now.