

KNOWLEDGE BASE · PUBLIC DOCUMENT

Showing prices on your site: when to publish them, when to show a starting price and when to ask for a quote

SEO & Marketing

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Angola · English

Interweb Angola

RLX Angola, Lda. · Group RLX Holdings

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<https://www.meu.interweb.ao/knowledgebase/1816>



The short answer: publish the price **whenever you can**: someone who does not find it usually leaves, or assumes it is expensive. When the price depends on measurements, quantities or the job, show a **starting price** (“from”) and explain what it depends on. Only when it is really impossible to give a figure without talking to the customer, ask for a **quote**.

Which to use

Situation	What to show	Example
A fixed price, the same product or service for everyone	The price , clear and next to the product.	A haircut, a cake, a consultation.
The price varies, but there is a known minimum	“From” and what it depends on.	“From X, depending on size and materials.”
Every job is unique	A quote , with examples of jobs and amounts if you can.	A building job, a bespoke website.
You sell to companies, with negotiated prices	A quote , and say how fast you reply.	Services for businesses.

How to show it

1

As text, not in an image: Google and people using a screen reader do not read images.

2

Say what is included and what is not. “Delivery not included”, “tax included”. It avoids surprises at the end.

3

Put the currency and the date of the last update, if prices change:
Which currency you pay in.

4

Make the quote request easy: a short form and a WhatsApp: **A contact page that gets used.**

5

Reply quickly to the request. Someone asking for a quote talks to several.

Showing a price obliges you to keep it right, and in some countries there are rules on how prices, discounts and taxes are presented. Check yours. Do not put “promotion” on a price that is always the same. See also **The legal pages an online shop needs.**

If you fear competitors seeing your prices, remember the customer is the one who most needs them. You can always stand out by service, not by price secrecy. And see **Which plan for a catalogue or price-list site.**

Want help deciding how to show your business’s prices? Open a ticket saying what you sell.

Open a support ticket

SEE ALSO

A contact page that gets used: what to put on it

Which hosting plan for a catalogue or price-list site without online payment

Which currency you pay in, and why your bank charged something else

Asking for a quote: what to fill in and what you get



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