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Stanley - December 3, 2025, 12:55 pm

Stop Guessing Your Rates: How Filipino Web Devs Can Price Projects Like Pros

"Magkano?" (How much?) — it's the most common and often the most dreaded question for any freelance web developer in the Philippines. Pricing your services correctly is a delicate balance. Price too high, and you might scare away potential clients. Price too low, and you undervalue your work, attract difficult clients, and struggle to build a sustainable business. As a web developer in the Philippines who has navigated this challenge for years, I've learned that confident pricing comes from a clear, structured approach. This guide will walk you through practical strategies to estimate scope, set fair rates, and present proposals that Filipino clients will understand and trust.

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