

The background of the entire image is a teal-colored texture that resembles the scales of a fish or a woven fabric. The texture is composed of many small, overlapping, curved segments that create a sense of depth and movement. The color is a vibrant, slightly dark teal.

ADLIB

Digital Technology Freelance Day Rate Guide
for Bristol & Bath



Here at ADLIB we're always happy to give advice to local digital technology professionals.

As a freelancer, it's not always easy to know where to pitch yourself when applying and quoting for work, especially when you're starting out in contractor life.

Given we speak to so many technology folk on a daily basis, we've created a rough guide that should help Developers, Testers and DevOps people to figure out the right rate for them.



Note: The following rates are based on our work with digital agencies, software houses and SMEs, rather than large enterprises or corporations. It's also worth noting that the 'number of years experience' is not an ideal measure of technical proficiency. However, as a general guide, it should provide some ballparks and pointers...

Likely Role Title	Experience in Years	Suggested Core Tech Skills	Rate per day
Front-End Developer			
	0-2	HTML5, CSS3, Javascript/JQuery, Wordpress/CMS	£200-£250
	2-4	As above, possibly with JS Libraries (Angular, Node, React) and/or eCommerce (Magento, Woocommerce etc), back-end tech (PHP, .Net, MEAN stack, Python etc)	£250-£300
	4+	As above, with very strong portfolio, leadership and multi-language/platform skills	£300-£400
Back-End Developer			
	0-2	PHP/Ruby/Python/.Net/Other with MySql/SQL/RDBMS, CMS (Drupal, Magento, Wordpress, Umbraco, Sitecore etc) and/or MVC (Laravel, Symfony, Zend, CodeIgniter etc)	£200-£250
	2-4	As above with strong examples and solid front-end skills	£250-£325
	4+	As above, with leadership, end to end client delivery	£325-£400

Likely Role Title	Experience in Years	Suggested Core Tech Skills	Rate per day
'Full Stack' Developer	0-2	A relatively even split across front and back-end tech listed above, some good examples and code to show	£200-£250
	2-4	As above with plenty of fully responsive examples and in depth CMS and/or MVC	£250-£325
	4+	As above. Likely to have DevOps/admin experience and/or leadership, testing etc	£325-£425
Test Analyst	0-2	ISEB foundation level, website/application tester	£150-£200
	2-4	As above with Automation experience (Selenium, Cucumber etc)	£200-£275
	4+	As above with team or project leadership, test environment creation	£275-£350

Likely Role Title	Experience in Years	Suggested Core Tech Skills	Rate per day
Mobile Developer	0-2	Handful of apps in Google Play/App Store, tech inc Xcode, Java, Core, Objective-C, Swift, Cocoa, Cordova etc	£200-£275
	2-4	As above with more live apps, mobile testing (Cucumber etc) and end to end development/project delivery	£275-£375
	4+	As above and full project delivery, leadership, likely to have large, enterprise app dev/delivery experience	£375-£450
DevOps	0-3	Most likely good LAMP/MEAN/Other administration and automation (Puppet, Chef, SCCM other)	£200-£275
	3-5	As above with strong programming skills, automation and mixed platform environment	£275-£350
	5+	As above, with leadership, full environment/project management	£350-£450

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Get in touch
if you are looking for a Technology job or
looking to recruit.