

Salary Guide
London

**DIGITAL TECHNOLOGY
FREELANCE DAY
RATE GUIDE**

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WHAT IS THE AVERAGE DIGITAL TECHNOLOGY FREELANCE DAY RATE IN LONDON?

Here at ADLIB, we're always happy to give advice to 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.

How do we benchmark London tech day rates?

The following rates are based on our work with digital agencies, software houses and SMEs, rather than large enterprises or corporations.

Given we speak to so many tech 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.

What to consider when assigning a rate to a role

There are always factors to consider when assigning a rate to a role, such as the skill demand, the complexity of the technology, how popular it is in the market, level of responsibility as well as what other benefits are on offer, such as remote working.

It's also worth noting that the 'number of years' of experience is not an ideal measure of technical proficiency. However, as a general guide, it should provide some ballparks and pointers.

DAY RATE BENCHMARKS

Likely Role Title	Experience in years	Suggested Core Tech Skills	Rate per day
Front-End Developer	0 - 2	HTML5, CSS3, Javascript/JQuery, Wordpress/CMS	£250 - £300
	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.)	£300 - £400
	4+	As above, with very strong portfolio, leadership and multi-language/platform skills	£400 - £650
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.)	£250 - £300
	2 - 4	As above with strong examples and solid front-end skills	£300 - £400
	4+	As above, with leadership, end to end client delivery	£400 - £650

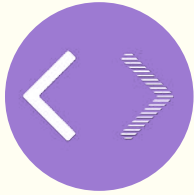
DAY RATE BENCHMARKS

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	£250 - £300
	2 - 4	As above with plenty of fully responsive examples and in depth CMS and/or MVC	£300 - £400
	4+	As above. Likely to have DevOps/admin experience and/or leadership, testing etc.	£400- £650
Test Analyst	0 - 2	ISEB foundation level, website application tester	£250 - £300
	2 - 4	As above with Automation experience (Selenium, Cucumber etc.)	£300 - £400
	4+	As above with team or project leadership, test environment creation	£400 - £600

DAY RATE BENCHMARKS

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.	£250 - £350
	2 - 4	As above with more live apps, mobile testing (Cucumber etc.) and end to end development/project delivery	£350 - £450
	4+	As above and full project delivery, leadership, likely to have large, enterprise app dev/delivery experience	£450 - £650
DevOps	0 - 3	Most likely good LAMP/MEAN/Other administration and automation (Puppet, Chef, SCCM other)	£250 - £350
	3 - 5	As above with strong programming skills, automation and mixed platform environment	£350 - £500
	5+	As above, with leadership, full environment/project management	£500 - £700

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