



## Sample Price List

### Cost of Website , Graphics, Multimedia, Mobil Design, Blogs

Features	Basic Site – 5 pages	Some Extras	Full Site – 6+pages
<b>Base Site Cost</b>	\$500	\$500	\$700
<b>CMS or Blog</b>	\$500	\$300	\$700
<b>Basic Graphic Work</b>	\$100	\$400	\$400
<b>Additional Graphics</b>	\$300	\$300	\$400
<b>Total:</b>	\$1400		\$2200

### Adding in additional future increases the prices

Feature	Basic Site	Some Extras	Full Site
<b>Mobile</b>	N/A	\$500	\$700
<b>Multimedia</b>	N/A	\$500	\$1000
<b>Content</b>	N/A	\$750	\$1500
<b>Extras</b>	N/A	\$500	\$5000
<b>Maintanance</b>	N/A	\$50	\$500
<b>Total:</b>	N/A	\$1800	\$9200

## Graphics

Graphics are tricky because they can be difficult to create and stock images are expensive. You don't want to skimp on this area of your site, however as graphics can cause you more grief down the road if you're not careful.

If you supply all of the images, you will still need to budget some funds to get those images integrated into the new design (budget at least **\$200**). And don't assume that if you've already got a template you want to use that you won't need any images re-done. Customizing templates can take time, and you want to be sure that the designer has the rights to customize the images in

the template. If this is the route you go, you should budget **\$400**. And if you're looking for the design firm to create an entirely new design and images for you, either in a template or not, you should budget at least **\$1000**.

But that's not all there is regarding images. You will probably also need icons and buttons created to go with your design. Budget **\$300** for them. And any other custom images you need you should budget another **\$400**. The more images that you need, the more money you should budget.

You should always make sure that your designer uses licensed stock or creates brand new graphics for your site. Be sure to get the license information in writing for any images you will use on your site. Otherwise, you could be looking at a several thousand dollar bill from a stock photo company down the road. If your designer is going to add stock photos, budget at least \$100 per photo—and remember that this could be an annual fee.

## **Mobile Designs**

Mobile devices are getting more and more common and your design should at least make a nod towards mobile customers. The best designs are responsive to the device viewing the page, but creating that type of design is difficult and will cost more than a simple site for a desktop web browser. The best sites are designed to handle at least three different device sizes: smartphones, tablets, and desktop computers. You should budget **\$500** to get a responsive design, and expect to add on **\$100** per device size (such as tablet in landscape and portrait) beyond the basic three.

## **Multimedia**

Multimedia like [Flash](#) and [video](#) can be difficult to integrate with a website. And if you're having the design firm create the multimedia devices the you should be prepared to pay more. You should budget **\$500** to get some basic Flash or video on the site and another **\$500** or more to create the multimedia.

## **Content Creation and Addition**

The cheapest way to go is to create all the [content](#) yourself and add it into the site yourself. Most designers have no problem delivering a design template that you populate for no additional cost. But if you want the design firm to add the content you've already got into the site, you should budget around **\$150** per page of typed content (more if they have to type it in) and **\$300** per page if you want them to create the content for you as well.

## **Special Features Always Cost Extra**

With the above elements, you will have a website that most people would agree is sufficient, but there are a lot of extra features that many designers can provide that will up the price, but can also improve your business:

- Site membership and registration **\$500**

- Forums or chat rooms **\$300**
- News feeds of both your content (outgoing) and adding content to the site (incoming) **\$400**
- Contact forms and surveys **\$300**
- Email addresses for the domain and auto-responders **\$300**
- Newsletters **\$400**
- Advertising integration (such as with AdSense) **\$200**
- Photo gallery **\$200**
- Ecommerce: shopping carts, catalogs, payment processing **\$500–\$5000 or more**
- Metrics: custom reports, Google analytics, etc. **\$200–\$2000**
- SEO: page optimization, submission to search engines, etc. **\$500–\$4000**
- Social media: Twitter, FaceBook, etc. **\$500–\$2000**

## **And Don't Forget Maintenance**

Websites don't just build themselves, and the best are changing all the time. Maintenance is something that most businesses forget to budget. Or if they remember, they think that they'll just do it themselves. But the first time you delete your entire home page by mistake and lose 8 hours of sales trying to get it back up and running, you'll wish you'd spent the extra money on a maintenance contract.

Maintenance contracts vary greatly depending upon what you expect from the firm. You should budget a minimum of **\$50 per month** to have a designer on call if you have a problem that you can't fix. And if you expect them to do additional work such as creating new images, adding new content, maintaining social media or newsletters, etc. expect the price to go up. Many designers [dislike doing site maintenance](#), so it can sometimes be hard to find a firm that will do it for you.

## **New Sites Often Cost More Than Redesigns**

When you're starting from scratch, so is the web designer. They have nothing to work from, they can't look at your site and get an idea of what you already love or hate. The advantage to starting from scratch is that you can work more closely with the designer to get the exact site that you want (for your budget). But you should assume that you're going to pay at least an additional \$100 more than if you were redesigning an existing website.

For your budget, you should include at least **\$500** as a base cost for building a site from scratch, and **\$200** if you're looking at a redesign.

## **Blogs and Content Management Tools**

If you're already running a WordPress site then you have the advantage of already having some type of content management on your site, but these tools (including WordPress, Joomla!, and Drupal) have their own challenges. Creating a site using these tools takes more time than building a site from scratch using HTML and CSS because you have to integrate the designs into the CMS systems. And don't assume that if you already have a WordPress theme it should be cheaper. Many themes are sold as-is and designers are not licensed to change them. Often, the

cost of purchasing a theme that can be modified is as expensive as just building a new theme from scratch.

Your budget should include another \$200 if you want a blog or CMS. Include this in your budget even if you already have the system running. If you don't have it running, you should plan to include another \$200 to get it installed and running.