



How Much Do I Need To Spend?

Most Small Businesses Do Not Need To Spend More Than \$5,000 – \$8,000 for initial website design costs.

Unless Your Website Requires:

- Dynamic Site With Multiple Content Producers (media site)
- Pageview Driven Revenue
- Very Large and Diverse Product Inventory
- Heavy Traffic Load
- Database Dependent

Benefits of this cost bracket include:

- Effective and Appealing Design
- Consistent Branding and Content
- Content Management System
- Basic E-Commerce
- Search Engine Optimization
- Forms, e-mail, etc.

I Can't Afford \$5,000 or more for a website!

Options:

For \$1,500 – \$3,000 You Get:

- Branded Online Presence That Works 24 Hours A Day
- A Searchable Online Presence (You Exist!)
- Marketing/Informational Tool For Customers
- A Social Media Link (Facebook, Twitter, Etc.)
- Modern Image (You 'Get It)
- New Customer Base
- Something to Build From

Beware of:

- Dynamic Content Needs (Content Management System is limited or nonexistent)
- Search Engine Optimization (Can I Be Found?)
- 'Look' appeal of Branding and design
- User-Friendly E-Commerce
- Forms/E-Mail/Interactivity (Can Buyers Reach Me Online Easily?)
- Can I Trust My Designer?
- Does This Site Accomplish My Goals?

Free Website options do exist

Examples:

www.weebly.com, www.intuit.com

(NOTE: These options can work out well for folks who are computer savvy and have the time and ability to design their own website. But you should realistically ask yourself if you have those skills. Remember, a bad website is often times worse than no website at all.)

Additional Costs

In addition to the monthly or annual hosting fees, you can be charged for site maintenance if you are not managing your own site.

Reasonable Rates:

Between \$75 and \$125 per hour for site updates and maintenance.