



How to Determine the budget of your **Web Design project**

ASTEP-BY-STEPGUIDE

Introduction

How much does a website cost?

This is one of the most frequently asked questions in the web design industry, but the answer isn't as simple as it seems.

There are two reasons why it is difficult to answer this question in a straightforward way:

Design and functionality

Websites vary a lot in terms of their design and functionality. The type of website you're after makes a big difference.

Rate varies from agency to agency

The rate varies from agency to agency. An Australia-based company will charge you very differently than an overseas provider. But even in Australia, pricing can vary greatly.

That said, you get some idea of how much you'll be paying based on your requirement.



This step-by-step guide can provide you with a ballpark figure of how much your website design project will cost

Step 1

Determining the type of website you need

Simply stated, we can classify a business website into four types:

1 Simple small business website

If your business has just a few services or products that you don't intend to sell online, a simple website will do. The site will work as your storefront where visitors will come and have a look at your services and find out about your business. Ideal for small local businesses.

2 Service-focused portfolio site

If you are planning on using the website as a way of attracting a steady flow of new business, then you'll need a more polished website that is set up to convert visitors and displays your previous work in an engaging way. A portfolio site is good for service-focused small businesses.

3 Basic ecommerce site

If you want to sell your products or services online and take payment on your website, then you require an ecommerce site. An ecommerce site has various features that put it in a specific category of website. These include a product database and payment gateway among others.

4 Custom feature-rich site

If you run a large business, you may want to stand out from the crowd with a custom design and site-specific features. Depending on your business, your site may need to specially-made plugins, enterprise-level database integration or an innovative web app.

Of course, this is not a rigid classification. But having read this, you can get a sense of the kind of website your business requires.

Step 2

Getting a domain name

There are of various costs you have to consider when looking at the cost of a new website design project.

The first thing that you need for a website is a domain name, assuming you don't already have one. A domain name is the address of your site on the web. The price of a domain varies a lot. Usually, it will cost you between \$10 to \$50. Plus you have to renew your domain subscription every year.

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Step 3

Getting a domain name

Monthly hosting fees can range from \$5 to \$50. The ideal price and package will depend on the type of site you want, how many daily visitors you have, your storage requirements, and various other factors.



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Step 4

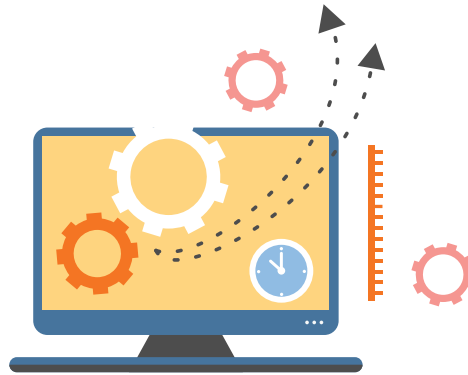
Choosing a template, CMS or custom development

If you don't have much experience in web development, you might want to leave this step to your agency.

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A website based on a simple template with a few pages will not cost much. In fact, many popular CMSs are free to install, though there is usually a set-up cost.

The cost can range anywhere between \$500 and \$10000.



The more you want to customise your site, the more your agency will charge you. The cost can range anywhere between \$500 and \$10000. An interactive web app or advanced features like database integration is likely to require a larger budget.

In the web design industry, there are a host of different options and technologies available, many of which do the same thing and solve the same kinds of problems. It all comes down to your specific requirement as to which is the most appropriate. Your web development agency should find the best solution that balances your requirements and budget.

Step 5

Copywriting and SEO service

Search Engine Optimisation is no longer just an option, it has become mandatory for any business website that wants to remain competitive. It is a service that helps improve your visibility in search engines so that you can reach your target customers more easily.

Here the cost mainly depends on what type of business you have, the provider you're working with and the package you're on.

How to Determine the Budget of Your Web Design Project © 2018, Web Mascot Pty. Ltd. All Rights Reserved. Please go to www.webalive.com.au to feedback or access more guides. You might want professional writers to create the initial page content for you, which should be SEO-optimised. The cost of copywriting depends on many different factors. Your SEO package may include some copywriting as content is so important when it comes to your rank in Google.

SEO services are ongoing and can cost you from \$300 to \$10000 monthly



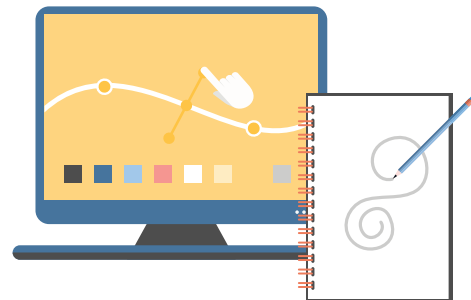
Regardless of the size or industry of your business, having a strong online presence is going to benefit you. So SEO is certainly worth looking into as long once your website is up and running. SEO services are ongoing and can cost you from \$300 to \$10000 monthly, often being packaged with other marketing and design services.

Step 6

Design and multimedia integration

A very important part of the project is developing appealing aesthetics and a positive user experience. There are two aspects of design. One is the visual beauty of the site. Another is its usability

The cost ranges from \$300 to \$10000



Just like in the development phase, there are numerous ways to create visual content and present information in your website, whether it be static images, video or interactive. The cost varies entirely on how you want your site to look. Here, your agency will help you to come up with effective ideas that align with your business goals. The cost ranges from \$300 to \$10000.

Step 7

Ongoing maintenance

Even after your agency finishes developing your website and hands the key over to you, the process isn't over. Any modern website will require maintenance to keep it relevant and technologically up to date.

Regular maintenance will cost you from as little as \$50 to as much as \$200 per month



Unless your site is really simple or you have a certain level of technical knowhow, you may need to allocate a monthly maintenance budget for your website. Regular maintenance will cost you from as little as \$50 to as much as \$200 per month, depending on what changes are required

Final Cost

Now you know what you should be considering to help you determine the budget of your web design project. Finally, here is a rough estimate of the total cost based on the type of site:

Simple site for small business	Around \$3,000
Service-focused site	\$3,000 to \$6,000
Ecommerce site	\$6000 to \$15000
Custom feature-rich site	Above \$15,000

Again, these figures can vary greatly so take these estimates with a grain of salt!

Do you want to get a specific personalised estimate of your site?

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