

# How Much Should Your Business Website Cost?





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While you understand your website needs to be built properly, you may not know in detail what a reasonable price range is for building a website.

There is no set cost for an effective website. Any business website will range in price based on a number

of factors—from timeframe, goals, content, and technical requirements.

You could create a free website, but it may not be as effective for your needs. Or you could shell out thousands of dollars for a custom website, which could be overpaying.

With our guidance in this whitepaper, you will be able to recognize what to expect from a brand-new website within your price range.

## FREE WEBSITES

For some businesses, a free website is all they need to establish a digital presence.

For individuals who are looking to start a blog, showcase their resume/portfolio, or share information about an upcoming event, free website building platforms will offer the perfect pre-made templates for these kinds of needs.

Keep in mind, free website options are usually limited. They may not be mobile responsive, or allow multiple pages, social media integration or SEO capabilities. Plus, whatever platform you choose to build your website on will brand your website with their name (usually in the footer). And you're usually locked into that system with almost no way to transfer a site over.

### PROS

- No cost
- No coding knowledge required
- Pre-made template selection

### CONS

- Little to no customization
- Not SEO-optimized
- Platforms will brand their name on the site
- Not as professional-looking as it could be

## RESOURCES FOR \$101-1000 WEBSITES

Wix, Weebly, WebsiteBuilder.com





## \$1 - 100 WEBSITES

If you ask us, WordPress is the best Content Management System (CMS) out there today. More than a third of the entire internet is built on WordPress—which makes it a great option for a business website of nearly any size or shape.

A website within this range is perfect for individuals and businesses who want to learn more about WordPress, with the optimal goal of building your website to be better over time. Best of all, the WordPress CMS itself is 100% free.

For less than \$100, your website will look slightly better than a free one, and this budget is still within reason. However, these kinds of sites will require more attention, as you will be learning WordPress and working out kinks through trial and error.

### PROS

- Affordable
- A step above a free website
- WordPress CMS gives you room to grow
- On WordPress, which means more possibilities with experience

### CONS

- Lack of customization
- Not-easily SEO optimized
- May not be a responsive design

## RESOURCES FOR \$1-100 WEBSITES

Squarespace, StudioPress

## \$101-1,000 WEBSITES

If you're willing to spend three to four figures for your website, you will see a world of difference. While these kinds of sites are still not fully-custom (because you're using a pre-made template), it will have more than a single webpage and suit any business willing to manage their own site.

A website within this range may be built in a mobile responsive template, but it's not a guarantee. Often, these sites are built by a professional who can offer some customization to your design.

### PROS

- Work with a professional
- Possible social media integration
- More than one page

### CONS

- Low customization
- May not be responsive
- No SEO optimization

### RESOURCES FOR \$101-1000 WEBSITES

Fiverr, Upwork





## \$1,001-2,500 WEBSITES

While these websites are usually no more than 10 pages, you'll be able to get more customization. For this price range, you can work with a developer who will produce a professional site for your business.

Working with a developer means that you'll have more options for templates and design. This introduces more features, like social media integration capabilities.

Keep in mind, this price range puts you in the lower tier of freelancers. Most veteran web developers will charge you more than this. So there is the risk of quality or responsiveness when paying at this level. Make sure to reach an agreement with a contract beforehand, and you should be fine.

### PROS

- Work with a professional
- More customization
- Bigger website with more content

### CONS

- Unknown reputation of developer
- May not be responsive
- No SEO optimization

## RESOURCES FOR \$1,001-2,500 WEBSITES

Website Concierge

## \$2,501-8,000 WEBSITES

This price range (more toward the \$6,000 range) will allow your business to build a custom website with either a simply-designed template or a custom one. You will have a full website development team working on all aspects of your website, and the finished product will speak for itself. It will have anywhere from 15-50 pages, three to seven page templates, on-page SEO, responsive design, and social media integration.

The only negative sides to this are the cost and no website maintenance after the website is complete. However, if you can afford to spend this amount on a website, allocating funds to website maintenance should not be a huge stretch for your budget.

If you are a small or medium-sized business looking to invest in a website built to drive business, this is the range you need to be in.

### PROS

- Full hands-on web team
- SEO capability
- Mobile Responsive design

### CONS

- More costly
- No website maintenance

## RESOURCES FOR \$2,501-8,000 WEBSITES

GreenMellen





## \$8,001-25,000 WEBSITES

Some businesses are so swamped that they need a full team of developers, marketers and managers to build their website (usually anywhere from 20-200 pages). If you would like to put the entire website process in someone else's hands from start to finish, be ready to spend \$8,000-25,000.

In this price range, you'll work with a dedicated team of professional web designers, developers and copywriters to make sure the project launches smoothly. They will be able to meet your unique needs and provide you with the tools and training after development to run it yourself. Besides price and the duration to build, there really isn't a downside to this option.

### PROS

- Full customization capabilities
- Professional, full service team
- Extensive backend management

### CONS

- Price
- Duration

## RESOURCES FOR \$8,001-25,000 WEBSITES

GreenMellen



## \$25,001+ WEBSITES

These whales of a website are the most complex websites on the web today. Large corporations who mainly do business online or need their high security needs protected will drop thousands of dollars for these websites. In most cases, everything in this website is custom-written and built for their specific needs and have a dedicated team to maintain its features.

While price is one negative side to this custom website, time is another. You can't rush perfection, and these big projects will not be completed overnight. However, if you're willing to be patient and spend \$25,000 or more on your digital storefront, we guarantee there will not be another website on the Internet that's quite like yours.

### PROS

- One-of-a-kind website
- Professional, full service team
- Secure

### CONS

- Price
- Duration

## RESOURCES FOR \$25,001+ WEBSITES

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We look forward to working with you, and if you have any questions about anything in this document, please don't hesitate to ask.