



HOW MUCH DOES A **WEBSITE** **COST?**

THAT'S EASY. IT DEPENDS.

We understand that "it depends" is everyone's least favorite answer. That's why we created this little guide to help you figure out how much a web solution costs.

WEBSITE

While a website is just one tool in your marketing arsenal, it functions as your digital headquarters, operating 24/7 to capture leads and nurture them into customers.

VS

WEB SOLUTION

A web solution goes beyond just your website. It's a comprehensive digital strategy encompassing your website, social media presence, SEO, and other essential tools to dominate the online marketplace.

It all starts with the website.

Your website is the central hub to all marketing efforts because of its ability to capture leads generated from other marketing channels and offers a controlled space to convert them.

Pricing a Website

For the majority of our clients, it all starts with a custom design. If you have an existing brand guide, we will work within your brand to create a website design that speaks to your customer in your brand voice. If you do not have established brand guidelines, we'll start there first. After the design phase, we'll begin building your website using WordPress. Items that will factor into the cost of the website are:

- **Initial Setup and Design** – The initial set up fee covers the WordPress setup, custom design creation, and homepage layout. If you are opting for a single page website, this will cover the cost of the full site. It is important to note all sites that we create follow all WCAG and ADA Guidelines. We believe in a web that is accessible for all. The initial setup and design fee is \$2,150.
- **Page Count** – Our website solutions are priced on a per-page basis. The first page cost is covered in the initial setup and design. If you are going to have more than a single page site, each additional page is \$325. For larger projects (20+ pages), a package price may be created.
- **Copywriting** – The copy that is on your page can make the difference between a sale and someone abandoning your site. We offer copywriting services at \$200 per page. For larger projects (20+ pages), a package price may be created.
- **Forms** – A typical contact, feedback, job application, or estimate request form is within the scope of the page development price. However, if you have a form that requires payment processing or has conditional logic, more time may be needed to complete the form. During the project estimating, we can determine whether more time will be needed to complete your custom form.



eCommerce

When adding eCommerce – the ability to pay for a product or service – to your website, there are many factors we need to consider:

Setup

Woo is the cart that is most typically used with WordPress websites. The cost to install, setup, and configure Woo to a WordPress website is \$2,000.

Product Quantity

Our eCommerce solutions are priced on a per-product basis. Your final cart price will be determined in part by the number of SKUs you have. The per product cost is \$75. If you have a large number of SKUs or have the products in an importable format (excel), a separate quote can be created rather than using the per product cost.

Payment Options

If you plan on accepting online payments with a credit card, a connection between the site and a payment gateway needs to be established. Popular payment gateways are PayPal, Stripe, and Authorize.net. There are many payment gateways built into WooCommerce, however, if you choose to use one that does not have a native integration, there may be a cost involved in creating the connection with your gateway.

Shipping

If you will be shipping a physical product, and want to provide realtime shipping rates and tracking (via UPS, USPS, and/or FedEx) we will need to know the weight and dimensions of each product. There likely will be a small annual cost for a plugin to establish a connection between the shipping provider of your choice and the website. This fee is usually \$150 annually or less.

Taxes

Depending on what you are selling and where, you may need to charge tax on the products/services you sell online. Entering in a simple calculation for a state-based sales tax is built into WooCommerce, however, recent legislation requires a more advanced tax calculation in some states where nexus is established. Using a service like taxjar.com or avalara.com will allow your site to calculate and report proper taxes. These are both paid services and the cost will depend on the volume of sales.

Hosting, Maintenance, & Support

Once the site has been developed, there are hosting and maintenance fees that will need to be paid monthly, quarterly, or annually. The services associated with hosting are:

- **Domain Registration** – If you do not have a domain name, we can register one for you for \$35 per year. There are premium domain names that will cost more, however, those will be discussed prior to purchase.
- **Fully Managed Hosting** – Website hosting is like renting storage space on a powerful computer that keeps your website up and running on the internet. With our fully managed hosting plans, you get peace of mind knowing your site is always backed up and on the latest version of WordPress. An SSL Certificate is included in our hosting plans to ensure any data transfer is secure. Fully managed hosting services start at \$80 per month.
- **Domain Based Email** – We offer domain-based email (yourname@yourdomain.com) using servers that are not connected to your website's servers. Email is priced on per user bases starting at \$60 per user per year. We can also work with your Microsoft 365 or G-Suite email accounts as well.
- **Plugins** – We provide a suite of premium plugins that have an annual renewal cost of \$700+ when sites are not hosted with us. These renewal fees are included with your monthly, quarterly or annual hosting fees at no additional charge.



- **Hosting Extras** – If you have a large site and/or have needs for extra storage/bandwidth we may recommend a dedicated server. This will be quoted on a case by case basis per the needs of the company and website solution.

Support

- **Essential Support Package (ESP)** – The ESP comes in a 3-or-6-hour package. This pre-purchased support allows you to buy down the hourly rate with billing increments of 15 minutes rather than our standard 1-hour minimum. The ESP can be purchased at anytime and be used for any post-launch support needs.
3-Hours – \$375 / 6-Hours – \$720

Marketing Services

Having a highly functional new website is a great first step. However, to reap the benefits of the new site, you'll want to invest in promoting the site with digital marketing. We offer the following digital marketing services.

Email Marketing

A marketing tool that uses email to connect with potential and current customers. The basic costs associated with email marketing are:

- Setup – if you're starting from scratch, there is a \$375 charge to set up MailChimp (list import, template creation, account verification, etc.)
- Per Email Cost – Writing, designing, and sending an email message is \$375 per message. If you provide the content/copy for the message, and we are responsible for the formatting and sending of the message, it is \$140 per message.

Social Media

Based on your goals and competition, we will determine an organic posting schedule for social media. All social media plans have a \$1,200 strategy and set up fee. If the growth goals determine that boosting/promoting your social accounts would be a good strategy, a budget will be determined and approved.

Organic posting is priced on the number of posts made per week:

- 1 post per week – \$500 per month
- 3 posts per week – \$895 per month
- 5 posts per week – \$1,280 per month
- 7 posts per week – \$1,600 per month

Search Engine Optimization (SEO)

Packages are determined based on number of keywords, competition, and size of desired geographic reach. 10-keyword packages start at \$900 per month.

Search Engine Marketing (SEM)

Google Ads budget is determined by number of keywords, competition, and size of desired geographic reach. For all SEM accounts, there will be a set up fee equal to the 1st month spend on Google Ads (\$500 minimum).

Google Business Profile Setup and Optimization

Being found in Google Maps is critical for local SEO. Setting up and optimizing the Google Business Profile is \$375.

Reputation Management and Citation Monitoring

Priced on a case-by-case basis.

What if I need it all?

That's where Digital 360 comes in. Digital 360 is a fractional CMO, all in one digital marketing service that covers all your digital marketing needs in one monthly retainer fee. Here's what is included:

- **Website Development** - A cutting-edge fully managed website that is optimized for search, conversion, accessibility and user experience.
- **Social Media Management** - Engaging and targeted social media campaigns to reach your audience where they are.
- **Email & SMS Marketing** - Personalized email and text messaging campaigns to nurture leads and retain customers.
- **Premium Hosting** - Hosting is the service that keeps the website up and running and accessible to users.
- **Search Engine Optimization** - What good is a beautiful and informative website if no one can find it? Our SEO experts will optimize your website and ensure it is easy to find for your selected keywords
- **Support** - Need to add a new page to your website? Need help planning for a tradeshow? How about a white paper download created? Comprehensive marketing support is all included in Digital 360.

Digital 360 Pricing

- \$4,750 per month without Google Ads Management
- \$5,300 per month with Google Ads Management (Ad Spend Additional)



Why Digital 360?

- **Comprehensive Expertise** - Our team of specialists covers every aspect of digital marketing, ensuring a cohesive and effective strategy.
- **Proven Results** - We've helped countless businesses achieve their goals and see a tangible return on their investment.
- **Personalized Approach** - We tailor our solutions to your unique business needs and goals, ensuring you get the best possible results
- **Transparent Reporting** - We provide detailed, data-driven reports to keep you informed and demonstrate the impact of our work.