

Why does a website cost so much?

For a simple website, here's an idea of where your money would go if you were just paying us at our rate of \$66 per hour. Bear in mind that many web designers charge much, much more than that!

We charge \$880 for creation of a fully personalised/customised five page website, built from the ground up to suit you, and using images and information provided by you.

This table will give you an idea of how we earn our \$880.

Task	Time taken	Cost
First up, we have to secure you a domain name and hosting space for one year. Prices vary, and you can pay a lot more, or a bit less, but we find that around \$198 will buy space and a domain name adequate for most small business needs. So, let's say ...	-	198.00
Initial discussions to find out how you want your website to look, what colour and design scheme (if any) you had in mind, and what you want your website to do for your business. This will generally happen over several discussions, telephone calls and emails. Let's say ...	1 hour	66.00
Then our web designer has to obtain all your images from you or your graphic designer – photos, logos, colours etc and then resize, crop and compress them to make them suitable for your website. Your images need to be manipulated like this as an image that's great to print as an A4 will be extremely slow loading on your website. Let's say ...	1 hour	66.00
First draft of first page for your feedback – layout, font settings, sizing, colour sampling, more graphics manipulation, testing in several different browsers. Let's say ...	3 hours	198.00



Task	Time taken	Cost
Emails, phone calls, discussions re changes to first page and how subsequent pages should look. Let's say ...	½ hour	33.00
Changes to first page, creation of remaining four pages, including 'Contact' page with form, plus Navigation bar and links between pages, other links, and link checking, creation of email address using new domain name, insertion of widgets such as Facebook update panel, Google maps etc. Let's say ...	3 hours	198.00
You review, want additional items uploaded, some minor changes etc. Let's say ...	½ hour	33.00
In between all these functions are the other smaller functions: registering your domain name, securing your hosting space, uploading files to your new hosting space, fixing upload errors (nothing <i>ever</i> works perfectly first time around!), phrasing text to take advantage of keywords, and so on! Let's say ...	½ hour	33.00
Total so far ...		825.00

As you can see, it doesn't take long to add up. And this is only for a straightforward five page website without any major issues.

If you want to add a photo gallery, shopping cart, videos etc, this will of course add several hours work to the project.

So the next time you hear that someone's flash new website cost them several thousand dollars, you will have an idea of why!