SakonnetWebDesign
Serving Southern New England since 1998

The first question we usually get asked is "How much will my Website cost?"

Your Web presence may range from a simple static site (single project that is well defined), to a more robust site with search engine optimization (**SEO**), **database integration**, Content Management Systems (**CMS**), **form processing**, **blogs**, **discussion boards**, **calendars of events**, to an **e-commerce and/or full-featured multimedia, interactive** site.

Depending on your needs, we will price a solution that is specific but flexible.

We would love to have an easy answer (It would certainly save us time when quoting!) but the truth is we have built simple Websites for as little as $600 and full- featured multimedia and/or e-commerce packages for as much as $10,000 or more.

It all comes down to what type of Website you require, the aims and objectives of the project and the exact Web design and development services you would like us to provide.

Range of prices

If you're looking for a designer/developer to build (or rebuild) your current Website you may have already found that there are often huge differences in quotes from one service to another.

So why the disparity? How much should you be spending? And what should you look for?

Web Design & Development is a Service

First of all, Web design and development is a service – not a product! When looking for a TV you can shop around to find the EXACT same make and model at very different prices. It's *easy to shop around* and while the service at one shop may be a little different if you pay $1000 rather than $1500 your safe in the knowledge the TV is the *same make, model and quality*.

But no two Web sites are alike! If you pay one designer/developer $4000, you can't buy the **exact same Website** from another designer for $1500 – like you can with the TV.

Most Web design & development services have roughly the same hourly rates, usually ranging from $50-$125 per hour, but quotes for a small business Website are likely to range from $1000 to $10,000. So why the difference?

Well, in short, some Web designers will **spend longer than others on your Website**. Some care about your Website *and your business* – others don't.

Basic Websites benefit from a comprehensive fixed quote that includes all components that the business goals require. This may be as simple as a site redesign to improve search engine results or a complete new project design, development and implementation.

Fees usually range in the $50 to $125 an hour rate with projects ranging from a few hundred to several thousand dollars. The wide variation is usually contributed to branding, length of the project and the amount of content development required.

The goal in this pricing model is to clearly define the project and to leave you with a completed product that will attain the stated goals.

Advanced sites with e-commerce, database integration, and ongoing content management are best priced as a long term project with identifiable segments or phases that are quoted individually.

Important Considerations

We host your site- we don't own your Domain Name! We can make very few exceptions, as you can lose control over your own domain very easily.

This does not mean we can't register the domain for you- we will always register it **in your name, not ours.** We can easily transfer your existing domain to our servers, as long as you are the official registrant of that domain name.

We have encountered many businesses who believed they owned their domain name when in fact some of the "build your own site" services buy the domain in their own name- if you ever want to move the domain; *you can't until you strike a deal with them to actually buy it yourself*.

You also need to be sure you are being *billed directly from the registrar*, e.g. *NetworkSolutions*, *GoDaddy, TuCows,* etc., to your home or place of business to ensure that you continue to own the domain and are up to date in payments so it will not expire.

Normally, domain registration costs from $8- $20/yr. We can also provide this service as part of the package if you wish to do it that way.
Hosting your site with us is mandatory in most cases- very few exceptions can be made, as we both can lose control over the site if not controlled carefully.

We give you as many email accounts as you need - e.g. "catch alls" info@yourdomain.com, or specific mailboxes to distinguish separate employees, e.g., john@yourdomain.com.

We do not have contracts - we only require one year of hosting fees ($9.99/mo = $119.88) up front – you can move your domain off our servers for whatever reason at any time.

Pricing

1) Basic static site with **SEO** and approximately 6 pages such as:

Home | About | Services | News | Employment | FAQs | Contact Us

- Initial Cost: $750 including the first year hosting fee.
- Updates/edits (ongoing maintenance) @ $45/hr: *regular updates/edits to this type of site usually take 2 hours or less.*
- Ongoing costs: Yearly Hosting Fee.

2) More complex static site with **SEO** and more levels, more pages/content/images/Flash slideshows (up to 36 pages).

- Initial Cost: $1200 including the first year hosting fee.
- Updates/edits (ongoing maintenance) @ $45/hr: *regular updates/edits to this type of site usually take 2 hours or less.*
- Ongoing costs: Yearly Hosting Fee.

3) The above with **database integration**, including any or all of the following: **CMS**, **form processing, interactive maps, blogs**, **surveys, discussion boards, email contact sign up and calendars of events, audio, short video clips.**

- Initial Cost: $2000 including the first year hosting fee.
- Updates/edits (ongoing maintenance) @ $45/hr.
- Ongoing costs: Yearly Hosting Fee.
- May be additional fees relating to the size and scope of the database.

4) The above with **e-commerce capability.**

- Initial Cost: $3500 including the first year hosting fee.
- Updates/edits (ongoing maintenance) @ $45/hr.
- Ongoing costs: Yearly Hosting Fee.
- May be additional fees relating to the size and complexity of your product database, including document storage and retrieval, number of products, digital image processing, etc.

5) #3 or #4 with **robust audio and video capabilities, other interactive media.**

- Initial Cost: $5000 including the first year hosting fee.
- Updates/edits (ongoing maintenance) @ $45/hr.
- Ongoing costs: Yearly Hosting Fee.
- May be additional fees relating to the scope of the audio & video processing, size and complexity of your database, including large file storage and streaming.

For **multimedia Web-based Training design & development** pricing, please visit
www.wbt-professionals.com

We usually receive 1/3 the cost of the project plus an annual hosting fee ($119.88) to begin the process. We ask for the second payment of 1/3 approximately one half way through the project, and the final 1/3 after successful launch and your satisfaction with our service.

We pride ourselves in giving our customers and **honest price for quality work done locally**, and look forward to discussing with you how our service can benefit your business, non-profit, municipality or Institute of Higher Learning.

Thank you for your interest in **Sakonnet Web Design.**

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