

Determining how much a web site should cost is one of the most frequently asked but rarely answered questions in the web design world. Even now, with millions of web sites online, there exists no magic formula for calculating either the cost of a new web site or the cost of a redesign.

Like other goods and services, the cost associated with designing, developing and building a web site has changed over time. It is drastically different today than it was even a couple of years ago. A typical website built in 2013, consisted of 15 pages, Web hosting and email, a domain name, and an aesthetic quality level.

Many websites now require responsive website design. Responsive design means that a website is designed for functionality on desktops, tablets and mobile devices. With 232 possible screen sizes in 2014, it isn't difficult to understand why responsive design has driven the high end of website cost upwards. The necessity of having a website with responsive design is one reason for the widening gap between the highest and lowest possible costs for a website.

Websites priced at the higher end of the cost scale due to responsive design needs may spend more money, but they are also able to adjust their website design and functionality to provide better visitor experiences on tablets and mobile devices. This ensures that their visitors experience their website smoothly and efficiently, increasing their potential for reoccurring customers.

It is important to examine each of the components that go into determining how much a website should cost.

Domain Name

Your website's domain name is the unique name that appears in the URL for your website. It's kind of like your online fingerprint. It is specific to you. Although other websites may have domain names similar to it, your domain name is yours alone. However, to get the rights to your domain name, you have to register it annually. Your domain name is important because it creates an online identity for your website. Having a domain name establishes credibility with site visitors and potential customers. It is also important because if you even change your Web host your domain name will go with you. Lastly, your domain name is important because it expands your opportunities for online advertising, which has become more necessary for attracting traffic to today's website. Cost: \$12/year

Hosting

Hosting is simply the service that allows your website to be accessed by other internet users. A web host will provide space on its server for your website, allowing people around the world to view it. Hosting is important because the quality of host your website relies on can affect page loading time, the tech support you receive if your site crashes and the ability of your website to expand in the future. To put it simply, your hosting provider has a huge impact on how your website functions. Although free hosting services exist, their tech support (if they supply any at all) will not be as good as paid hosting services. Cost: \$75 to \$200 a year (depending on traffic & website features)

Web design and graphics development time

This is the amount of time it takes to complete the entire design of your site's webpages, the graphics that are a part of those design and the layout of your website as a whole. The design and graphics that make up your website are incredibly important because they can either cause a site visitor to stop and look at your site, or bounce to the next one. You want an excellent site design with high-quality images and graphics to go with it. Developing these aspects of your website can be a bit time consuming but they are well worth it to give your website the best design possible. Cost: 30 to 90 hours (based on our experience for a 15 page Website)

Website Maintenance

Website maintenance is the entire process involved in updating and managing a website once it is online. This includes ensuring that your website's hardware and software are working well and that your site is up to date with the latest products and features. Site maintenance is important because it affects how interested your visitors are in your site, it allows you to maintain, or possibly improve, your search engine rankings and it essentially keeps your website functioning. You need to be willing to maintain your site or spend the money to have it maintained after it launches, or else your site will likely fall into disarray, let alone have any chance of ranking on search engine results pages. Cost: \$500 to \$1250 a year (depending on number of updates and content required)



• Computer Repairs
• Parts and Service
• Installation

• Online Tech Support
• Virus Removal
• Website Design/Maintenance

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