

# A WEB DESIGN



## PRICING GUIDE

WHAT YOU CAN EXPECT

*To pay*



If you're seeking a designer for a website, it could cost between \$5,000 to \$10,000 to design, with the average at

**\$6,760**

FOR A BASIC WEBSITE FOR THE FIRST YEAR



These figures include all the design time and creative exercises. A more customized design may cost more.

## WHERE PRICING STARTS

Pricing for a website can go by the hour or a flat fee.

The cost should not be confused with the cost to develop a website.

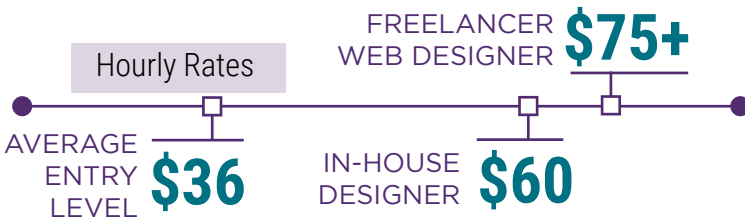
Some designers do the development themselves, while others outsource this task.

Websites that require a high level of detailed development will increase the cost. You want to pay a fair price to ensure the job is done well.



## WHY WEB DESIGNERS' RATES VARY SO MUCH?

Rates are based on skill level and job complexity; and typically range from \$30 to \$75 or more.



Freelance rates are higher than in-house, but remember that this doesn't include what would be spent on equipment, health insurance or other employee benefits.

## SERVICES & EXTRAS

If your website needs frequent revision and updates you can expect more service charges over time.



The bulk of the expenses for a website occurs within the first year. After that, charges range from \$500 to \$2,000 annually for simple maintenance.