Designing the Web Presence
Getting Started
How Much Does A Website Cost?

Pricing a website isn’t as easy as you may think.

At my Web agency Ciplex, we regularly receive questions from people who want to know, “What do websites cost?” And like asking how long a piece of string is, it’s a question that really has no black and white answer.

I’ve been in this industry for more than 13 years and my company has built more than 2,000 websites of all sizes and types. But to this day, I still struggle to answer this question.

There’s truly no good answer to the question, “How much does a website cost?” But understanding the subjective nature of this service will help you in the future.
Where to Even Begin

GETTING STARTED
First Steps

• Pick a Domain Name
  – .com vs. .net vs. hundreds of new options
  – Distinguish your company name or identifies what you are selling
    • isellwidgets.com
    • tomandharrysfantasticstore.com

• Use provider like GoDaddy or Network Solutions to search
Hosting

- Many internet providers available
- Hosting typically costs small business sites about $84.00 a year
- Economy hosting is all most small e-commerce sites need
DIY vs. Paid Web Designer

- **DIY**
  - Online templates from hosting company
  - Wordpress

- **Paid Web Designer**
  - Professional work
  - Pay to keep updated

Julie Matson, yourlogoworks.com
Content

• What is your intention?
  – e-Commerce
  – Online business card
  – Blog
  – Educational resource
Taking Payments

• Shopping Cart programs like Shopify, Paypal Buttons, etc.
• Custom designed using your current merchant processor if you have a paid web designer/developer
• If using Wordpress, free plugins for e-commerce like Woocommerce
MAKING IT COUNT

Getting the Most Out of Your Website

MAKING IT COUNT
Social Media

- Make your website reach customers free
- Blog new content frequently on your website
- Update your social media outlets automatically from your website
- Keep your content FRESH
Paid Website Ads

- Google AdWords, Bing, Yahoo
- Create ads to show on right and top of screen
- Ads appear when user types in keywords you select
- Charged for each time a person clicks on your ad

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Julie Matson,
yourlogoworks.com
AdWords 101

- Create campaigns (ad on Google)
- Develop list of hundreds of keywords
- Keywords and phrases are crucial
- Decide on budget per campaign, per keyword, per day
Search Engine Optimization (SEO)

• When a customer searches online, websites are ranked using an extensive algorithm.
• Again, keywords are crucial.
• Your content on websites must focus on your key words.
• Your website domain name could include your keyword.
• Choosing paid SEO service vs. DIY.
Web Stats

- Google Analytics
  - Demographic data
  - Computer technology information
  - Location
  - What pages viewers go to and how they got there
  - How they got to your site
  - Real Time information

- Jet Pack Stats on Wordpress
  - Abbreviated information
Get Going

• Do It Yourself or find web designer