

The background is a detailed architectural floor plan of a house, tilted at an angle. The plan includes a large terrace at the top left, a kitchen (Küche) at the top center, a living area (Wohnen) at the bottom center, and three bedrooms (Zimmer 1, 2, 3) on the right side. Various dimensions and room numbers are visible throughout the plan. A semi-transparent blue rectangle is centered over the plan, containing the main title in a dark blue serif font.

Designing the Web Presence

Getting
Started

Understanding Web

Design Pricing

Forbes ▾ New Posts ⁺²² Most Popular Lists Video 2 Free Issues of Forbes Search 🔍

Ilya Pozin Contributor
I cover startups and tech.
Opinions expressed by Forbes Contributors are their own.
[FOLLOW](#)

ENTREPRENEURS 8/07/2013 @ 10:18AM | 107,289 views

How Much Does A Website Cost?

[+ Comment Now](#) [+ Follow Comments](#)

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 can't answer this question.

[Share](#)

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.

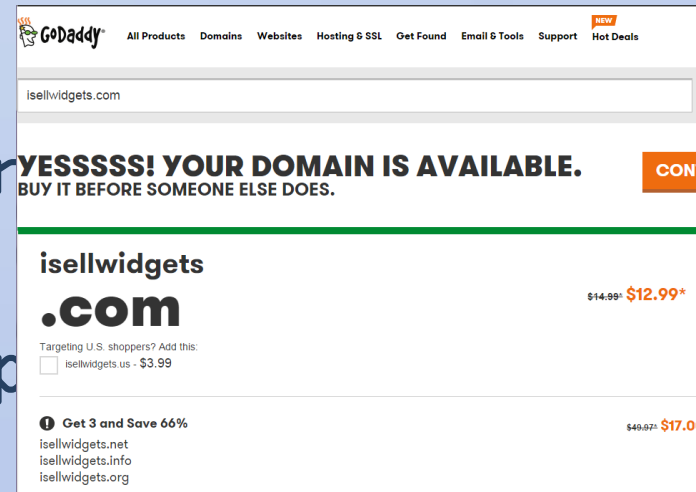


Where to Even Begin

GETTING STARTED

First Steps

- Pick a Domain Name
 - .com vs. .net vs. hundreds of other options
 - Distinguish your company from competitors by identifying what you are selling
 - isellwidgets.com
 - tomandharrysfantasticstore.com
- Use provider like GoDaddy or Network Solutions to search



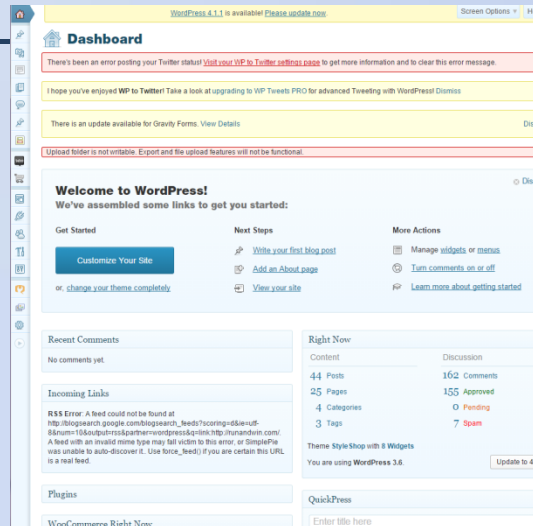
Hosting

- 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



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





Getting the Most Out of Your Website

MAKING IT COUNT

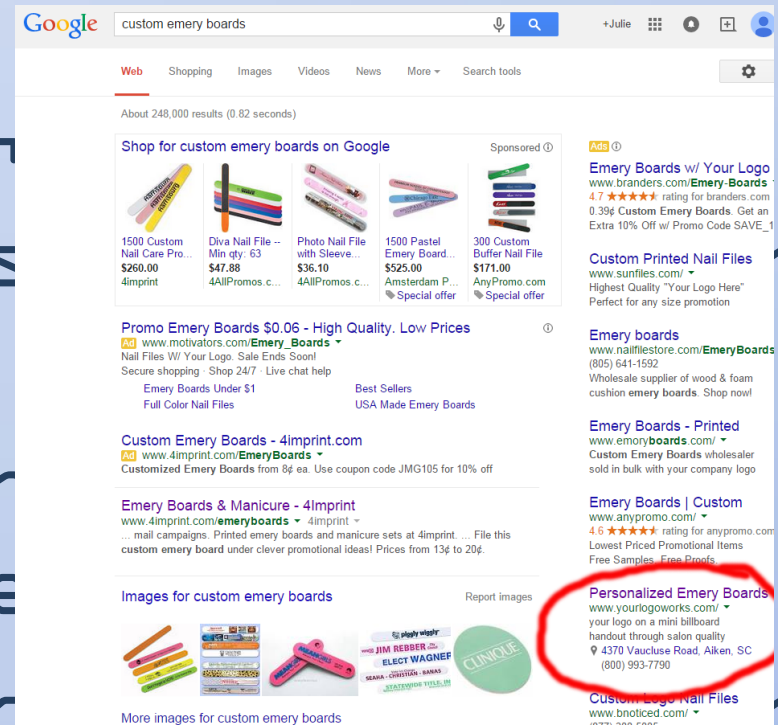
Social Media

- Make your website reach customers free
- Blog new content frequently on your website
- Update social media outlets from your website
- Keep your website fresh



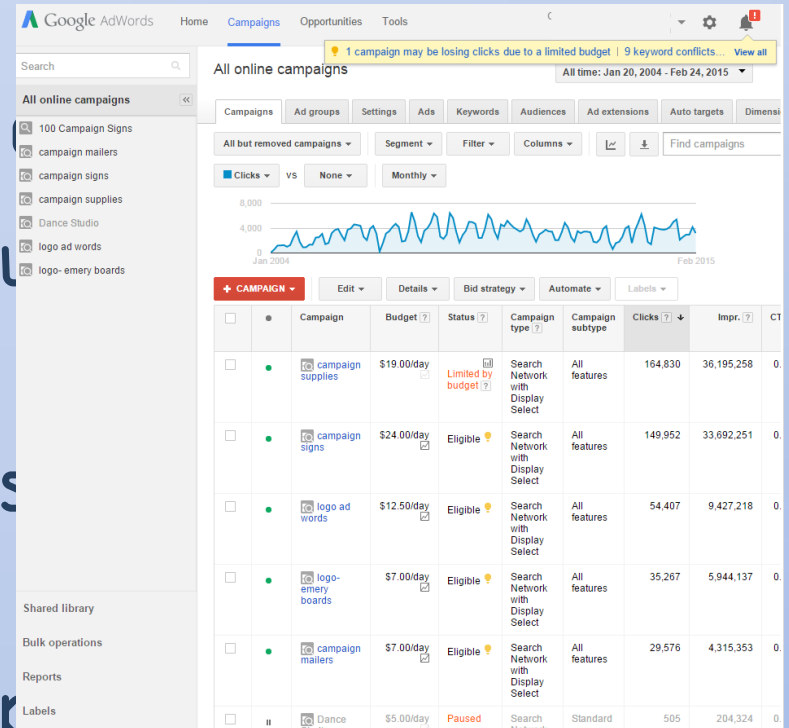
Paid Website Ads

- Google AdWords
- Create ads to show up at top of screen
- Ads appear when you use keywords you selected
- Charged for each click on your ad



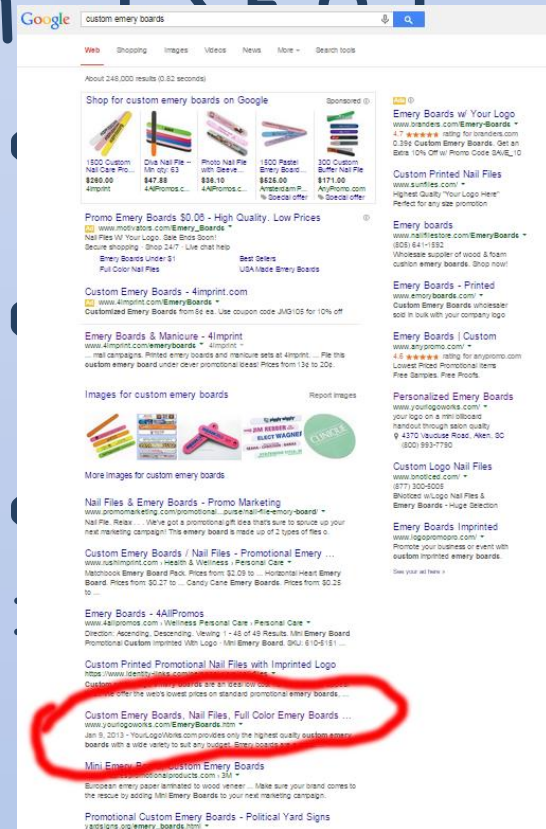
AdWords 101

- Create campaigns
- 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 for websites are ranked using an algorithm
- Again, keywords are used
- Your content on websites focus on your key words
- Your website domain name could include your keyword



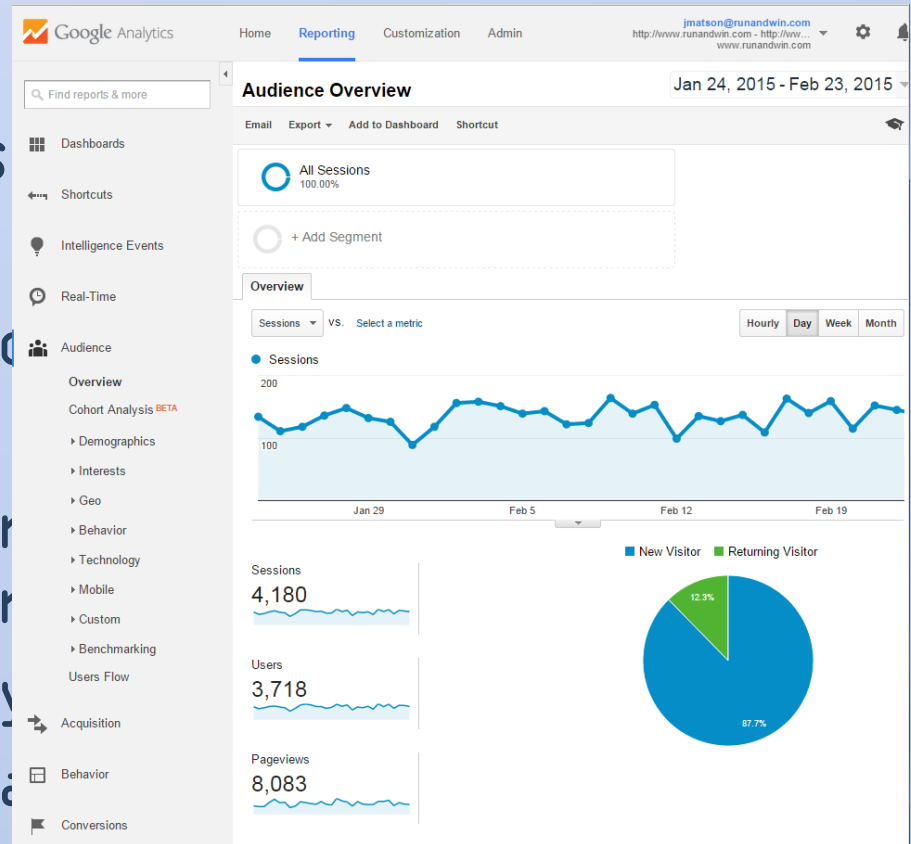
3/18/2015

Julie Matson,
yourlogoworks.com

- Choosing paid SEO service vs. DIY

Web Stats

- Google Analytics
 - Demographic data
 - Computer technology
 - Location
 - What pages viewers see
 - How they got there
 - Real Time information
- Jet Pack Stats on Wordpress
 - Abbreviated information



Get Going

- Do It Yourself or find web designer

