Website Design & Build Pricing

Below are ESTIMATED costs payable to me for the design & build of your website. There are variables involved with every project, which can drastically change the cost and scope. But the below are averages of what I've historically charged for these types of projects.

Not included below are the costs of hosting, which can range from $15 - 30 / month, depending on your needs and scope of the site, and a domain name registration fee, which is usually around $10-20 per year.

There are a few pricing options below:

Option 1: Select this option if you already have some high-quality artwork that you like, say a logo or album art or even poster ... anything that I can use as a base for colors, fonts, etc on the site. I'll simply be creating a web presence for you based on that brand. This option also goes for someone wanting to transfer an existing site from another host like Wordpress or Wix over to Squarespace and would like a little refresh on the design.

Option 2: This option is for you if you need a little help in the design area from the get-go. Maybe you have some old album art, or a logo that your friend designed a long time ago, but you need something new. Or maybe you don't have anything to start with. I will work with you to find a design direction.

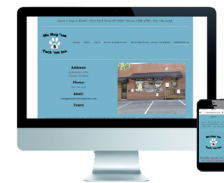| BASIC	INTERMEDIATE	DELUXE
Up To 6 Pages	*Up to 9 pages*	*As many pages as you'd like*
A basic but impactful website with home / blog, tour dates, contact, media, hours, etc.	This is good for businesses who want to show different services that are offered, or a band that wants to offer some more in-depth content like a discography, lyrics, street team sign up, etc.	This is good if you've got a lot of information to share, want interactive features, maps, forms, downloads, etc and would like it to be easily and accessibly organized.
Option 1: $700 Option 2: $900	Option 1: $900 Option 2: $1100	Option 1: $1200 Option 2: $1500

ECOMMERCE

Add the amounts below to any of the above prices to integrate an online store into your site.

This price is for the initial setup, but not maintenance of your store. Please note that adding ecommerce can include additional hosting fees, as well as per-transaction fees for processing (not payable to me).

Option 1: Setup of 15 Products or Less $125
Option 2: Setup of 15-30 Products $200

WEB DESIGN FAQs

So how does this work?

Web design (just like all visual design) is certainly a process, and it will be a unique experience for everyone, but I've done enough of it that I've got it down to a bit of a science, and can usually work through the same steps for everyone.

First, you pick what sort of website you want. Do you need something really simple that just has a few basic pages, or do you want something really involved with interactive features, data collection, maps, etc? Once you pick what you're looking for, you'll send over a deposit and fill out this form on my website to give me a more detailed idea of what you're looking for. Once you've provided all of the initial content and any design elements you want to include, and filled out that form, I should have a pretty good idea of where to start.

I'll come up with an initial draft and send it over for your feedback. The more specific you are about what you like and dislike about the drafts I send over, the better. Based on your initial feedback, I'll go back and work a bit more, and present you with a second and final draft for you to look over. This is where you really go through it with a fine-toothed comb and make note of any additional edits or changes to the design that you'd like to see. After this, I'll present you with the finished product.

There will be a lot of back and forth between the drafts, and almost always, the design is worked out within these couple of drafts. Once the final draft is complete and accepted, and I've received the remaining balance due, I'll switch over the site to go live at your domain name, and then either send you a screenshot video or hop on the phone to walk you through how to update the content of the site on your own, and how to enter your payment information for the hosting company. Then you're all set!

What's the turnaround time like?

That all depends on my overall workload, but as a rule of thumb - around four weeks. Once we've gotten through step one above (you've handed over all of the initial content, assets and we've hammered out a basic plan), you should expect to see a draft within two weeks or less. Additional drafts have about a week turn-around time. So, you should be up and running in about four weeks from delivery of all assets. I often work much faster than that, though! I can also normally expedite a project for an additional fee, if you need something turned around asap.

What exactly am I getting here?

To be clear, I am not a web developer. I am a designer, extending your visual presence to the web. What I'm creating for you is not a website from scratch, but a Squarespace template completely customized to fit your needs and brand. So keep in mind, there may be some things that you'd like to see (maybe you want your links to be flying unicorns, or want a flash animation to be the front page of your site) that I simply won't be able to do, given the limitations of the platform.

I use Squarespace exclusively, and have been for about ten years, for a number of reasons - like their user-friendly content management system, their mobile-responsive sites, security and built-in SEO. Most importantly the company is reputable and offers a solid product. I strive for simplicity and accessibility in my designs and their templates place an emphasis on that.

What are hosting & domain name fees all about? And what do they cost?
Think of your domain name like your street address, and your host like your house.

DOMAIN NAME: You pay a fee per year for your domain, which is the actual www.YOURDOMAIN.com part of the site. If you don't already have a domain name purchased, I can help you find and purchase one through your domain host of choice. You can purchase through a site like GoDaddy or Bluehost, or we can get you setup with a domain direct through Squarespace, which will also be your hosting platform. If you choose to go through a third-party like GoDaddy remember you do NOT need to purchase hosting or any other services outside of simply the domain name. They will probably try to add a whole bunch of stuff! Just say no. And if you've already purchased a domain and hosting, don't worry - we can point your domain to your new host (Squarespace) and probably get you a pro-rated refund for any hosting you've already purchased.

HOSTING FEES: For current hosting fees please visit squarespace.com/pricing. The basic and intermediate options (above) should be fine with the "personal" hosting price, and depending on how many pages you'll want, you'll likely select the "business" package for the deluxe option. Make sure to read through all the features, as there are discounts for purchasing a year up front of hosting, as well as rotating promotions (like a free domain name, or Google Adwords credits). I can also help you figure out which package is best!

These are just the basics. If you've got anymore questions on pricing or the process, email or call anytime!

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