

WEB = £?

How much will a website or app cost?

To answer this accurately we need to learn a bit about your business or organisation and the requirements of your website or app.

We can then give you an accurate quote depending on which services you require from us in order to design and develop what you need.

The following pages are a rough outline for a range of different website and app projects to give you an idea of costs.



- 1) Sole trader or consultant entry level site = **£290**
- 2) Community group with simple solution = **£655**
- 3) Small business with some core fetures = **£1650**
- 4) Local council youth organisation site = **£4980**
- 5) Small manufacturing business site = **£9985**
- 6) SME web application development = **£26045**

Example Costing 1:

A consultant needs a simple single page introducing himself and his services. He has a logo that he is happy with and wants this on the website. He doesn't need any sort of blog or news, and will setup his own social media if and when required. He needs a domain registering too.

He will rarely want to update the site, and is happy to ask us to do this if and when the need arises. He is also happy to use his current gmail address and just have a business email address (e.g. office@businessname.co.uk) forwarding to his gmail.

Cost Breakdown:

- Basic Setup: Build of simple single page site based on supplied content - Logo image, photo, couple of paragraphs and contact information = **£195**
- Setup of email forwarder(s) = **£0**
- Total annual website and email forwarder = **£95 or £9 / month**

Setup costs = **£195**

Annual costs = **£95**

Total first year costs = **£290**

Domain registration costs e.g **£10** year each



Example Costing 2:

A small community group has no existing website, they want a simple website and logo designing. They have a limited budget for the site and just need a couple of pages introducing the organisation and services.

They would like a clean, simple design that works on phones, tablets and computers and want to have the new logo and colours on the site. They are not wanting any sort of blog or news, and they don't need to update it regularly as will be making updates and posting news via social media.

It is understood that the group will need to write all the words and provide all the images that they want on the site and then we will build the content for them

Cost Breakdown:

- Design and build of simple single page site based on supplied content - Logo image, photo, couple of paragraphs and contact information = **£195**
- Design of a very simple business logo and colour definitions etc = **£100**
- Additional page content building = **£100**
- Embed Twitter feed = **£20**
- Setup and add an simple visitor survey = **£150**
- Total Annual website, domain and email forwarder = **£95 or £9 / month**

Setup Costs = **£565**

Total first year costs = **£655**



Example Costing 3

A stove and fireplace business needs a website to manage services, links to social media and they would like a professional web template and logo designed. They need to be able to manage their own website and content, with the ability to create new pages and portfolio entries with galleries of images. They need to be able to easily upload images to their portfolio and have the image system automatically resize, create thumbnails and layout the images on the portfolio gallery page and also the pages for each client page in the portfolio.

They would also like to manage and present their services in a clear way. The business wants to prepare all the content for the website themselves - write all the text and take all the pictures - and also upload and build the website content using a Content Management System themselves. They would like a morning of training to start off on the right path.

They also specified that they would like a responsive (works on all devices) design for their website, based on an existing template structure to keep the costs down.

Cost Breakdown:

- Core Content Management System (CMS) and website setup = **£295**
- Logo design = **£200**
- Website template customisation = **£350**
- Product or Client Portfolio with gallery management = **£250**
- Services management system = **£250**
- All initial content created, build and managed by the client using the CMS = **£0**
- Training half day = **£100** (New customer discounted price)

Setup Costs = **£1445**

Annual Costs = **£195**

Total first year costs = **£1640**



Example Website Costing 4

A local community organisation wishes to have a website that shows what they do and presents their latest news. They also want the site to list their committee members. The organisation has a logo, but wants an updated brand for them and their website.

They want new members to be able to register and submit their details online. The organisation will be responsible for creating all text and image content and would like eKit to help build some of it building it on the website pages.

Cost Breakdown:

- Core CMS and website setup = **£295**
- News article system = **£250**
- Website design services = **£400**
- Website template build - HTML & CSS = **£400**
- Committee gallery = **£250**
- Simple members registration system = **£400**
- Build & style some of the initial content = **£200**

Setup costs = **£2195**

Annual costs = **£295**

Total first year costs = **£2490**



With optional / additional services for the project:

- Extended website design / style and build services for the website template = **£500**
- Short video produced and published = **£700**
- Build & style all the initial content for the site = **£900**
- Prepaid priority support time = **£390** (10 hours discounted)



New total for setup costs = **£4685**

Annual costs = **£295**

Total first year costs = **£4980**



Example Costing 5 - manufacturing business

A small manufacturing business with around 10 employees wishes to update their old website. They have a moderate volume of information to go on the website, roughly 25 pages in 4 sections and around 70 products, and they want to get their products and services pages to achieve higher positions in search engine results. They also want integration with their social media accounts.

They want an original, unique and modern design for the website that works brilliantly on all devices. They require a business re-brand and new logo. They want to take orders online and need to be able to manage all their products and services online. An employee will input and update all the product details initially and on an ongoing basis.

They wish to have a news blog, a page showing all the employees, photo galleries for their projects and a simple short video introducing the business, products and services.

They would like to launch the site in a few months, and have all the initial 25 pages and 5 of the product pages built and styled just as an example of how to do it.

They want extended support during the year.

Cost Breakdown:

- Core CMS and website setup = **£295**
- Business brand and logo design production = **£650**
- Web design = **£900**
- Website template build - HTML & CSS = **£900**
- Basic search engines research = **£450**
- Additional Search engine optimisation = **£800**
- Short video filmed, edited and published online = **£900**
- News article system into existing Social media = **£650**
- Employees list, managed by a database (DB) system = **£250**
- Services list, managed by a DB system = **£250**
- Basic image gallery DB system = **£150**
- Custom product management system with ordering online / ecommerce = **£990**
- Build of all initial content - inputted, built and styled by a web professional = **£1500**
- Prepaid priority support time = **£1200** (30 hours discounted)



New Setup Costs = **£9885**

Annual Costs = **£595**

Total first year costs = **£10480**

Example 6 - SME software development

A specialist recruiting company wishes to modernise their business by rebranding, rethinking their marketing strategy and building a new website to help them run the business more efficiently. They need to have a couple specific web systems developed for the new website:

1) A 'Vacancy' System for publishing details on the site. This would allow third party businesses (their clients) to register and manage a list of vacancies they have created as well as tools for management to administer the entire vacancy database. They have around 200 companies with 40 vacancies to be set up initially.

2) A 'People' System for candidate management. This would allow individuals to register and manage their own details online - everything from contact detail to location preferences and skills. Also needed on the CMS are the business tools for managing these people. They have around 1300 people to go on the system initially.

They want a complete re-brand and new logo along with an original, unique design for the website. They are looking for additional support and testing for their website facilities to work on mobile, tablet and other web devices. They need to be able to take payments on the website and also an article system for their news. The site needs a foundation of Search Engine Optimisation (SEO) and they wish to run an advertising campaign through Google Adwords. (£200/month budget)

They would like some professional writing services to ensure the website reads properly and a session with a professional photographer to obtain a set of images to use both on the site and on printed material. They would like to launch the site ASAP, and so would like to have all the initial content pages of the website built and styled by a professional. They want extended support during the first year.

Cost Breakdown:

- Core CMS and website setup = £295
- Business re-branding and styling = £1850
- Professional photography services = £500
- Website design services = £1500
- Website template build - HTML & CSS = £1500
- Application Development - Business Vacancy & Candidate Management System = £14,000
- Data input and transfer into the new systems = £900
- Search engine research = £450
- Initial Google Adwords PPC campaign setup = £900
- News article system + social media integration= £500
- Ecommerce integrated = £950
- Copy writing services = £700
- Initial content - inputted, built and styled by a web professional = £2000

Setup Costs = **£26045**

Annual Costs = **£995**

(figure does not include Google Advertising fees)

This last example is significantly higher due to the development of a specific application and data system for the web.

Unless there are specific software solutions already out there, Open source or paid for, that serve your purposes (and there often are) then new application development costs can be significant.

Regardless of the cost, ALL our website solutions...

1. ...are **'Responsive'** - This means your website content is "device Agnostic" - setup to adapt automatically to work brilliantly on mobile phones, tablets, iPhones, iPads, laptops and smart TVs.
2. ...have a comprehensive Content Management System (where specified) and website that is fully backed up daily and is hosted in one of the UK's leading data centres.
3. ...use future-proof web standards: **HTML5**, **CSS3** and Javascript, making your site easily usable in all browsers and a foundation of great accessibility.
4. ...are supported fully by eKit - call us, email us, skype us, facetime us, text us.

Breaking down a web project costs into service categories

Tip: If you are viewing this as a PDF, each of the categories below is a link to our website for further reading on that subject.

- [Planning your website or app - Initial consultations](#)
- [Graphic design - Branding, colours, typography & visual arts](#)
- [Website template design, styling and previews](#)
- [Building the website template](#)
- [Writing and sourcing the texts for the website](#)
- [The Content Management System \(CMS\) - Basic setup](#)
- [Ecommerce CMS setup](#)
- [Advanced CMS Configuration & development, specific to your site and data](#)
- [Building & designing the initial website content using the CMS](#)
- [Online Marketing - Search engines, social media](#)
- [Standards compliance, usability & accessibility](#)
- [Ongoing updates to your website - maintenance](#)
- [Training on the website CMS and associated technologies](#)
- [Annual costs for the Server, Hosting, Domain, email and CMS](#)