SMARTLITTLEWEB

THE COST OF WEBSITE CREATION

We've put together our thoughts on the things you should keep in mind when deciding the best route to create your small business website

Getting what you pay for

First things first: If you're wanting a website to be created for little financial or time investment what are you really going to get? Best not to start your site creation journey looking for the cheapest option.

Average Cost

We conducted a survey amongst 500 UK small businesses on their website creation experiences, and asked both self-builders and those that outsourced to freelancers: How much did it cost?

£398

On average, those that built their own site, spent £398. This probably included framework, design and stock images

£782

On average, those that outsourced the build spent £782. But 26% also said the build took more of their time than they thought it would

The Cost of You

Best not to forget this part of your build! Whether you are a self-builder or outsourcing the build, you will need to set aside time to make your new website successful. You need to decide how best to present the business and pull together your copy and images.
How long might this take?
Our customers think two solid days should do it.

Website Quotes

What should they include?

- Site Structure
- Responsive Design
- Secure Hosting
- Image sourcing
- Copywriting support
- SEO Support

And don't forget training! How are you going to easily update your website yourself once it's live?

Comparing Options

Freelance: website specialist, personal service, looks after all the technical stuff
Agency: team of website specialists from design to copywriting, SEO support, and technical stuff
Self-build: business specialist, in control, guided on technical stuff and easy-to-build platform with Smart Little Web

Hope this helps!
Looking for more detail? Visit the full article on www.smartlittleweb.com