

User-Defined Index

Charges and prices:.....	1
Basic Design of 1 page:.....	2
Additional Charges:.....	3
Example Package Price Guide.....	4

Charges and prices:

"How much do you charge for a web site?"

That is usually the first question I am asked. But it is the hardest question to answer.

Have you visited the web sites of other web design agencies? How many of them tell you their rates and charges? Some will just say "£300 per day" - not very helpful for you. I do try to be as open and honest as I can.

I differ from many other design companies. I prefer to agree the price with you before I start the work, and then I stick to it.

As a potential Client, you need to know that your available budget will be sufficient. I recognise that apart from the cost of developing a web site, you will also need to pay for web space and perhaps other facilities, plus the potential cost of marketing your web presence in more traditional manners. So I do understand and appreciate your need to know and to have a rough idea of the costs of developing a web site.

So I have prepared the following information. It is a guide to my likely prices and not a definitive list. I can't say what it will cost until I know and understand your needs and requirements in more detail.

I encourage you to Contact me and discuss your requirements. I am more than happy to provide advice, guidance and free estimates. I won't take that as a firm commitment and there is no obligation on your part.

Talk to me about your requirements, then you can go away and decide whether you like my ideas and proposals or not.

Basic Design of 1 page:

A "page" is defined as about the capacity of an A4 sheet when printed. This could include graphics, photographs, web and e-mail links, enquiry forms, etc.

To design and code a simple page of text from scratch, perhaps with one or two scanned images (a logo and a photograph, for instance), a few links and about 300 - 500 words of text - would typically cost in the region of £150. The page would be fully tested in a variety of browsers and under different screen resolutions to make sure that it looks good under most conditions.

So, if you wanted 8 pages on your site, does that mean it will cost you £1200? NO! The total cost will depend on the complexity of the pages, whether they are based on a similar template or radically different and other variables such as the number of new graphics that I need to create.

A Sample Costing:

As an example, for a non-profit (e.g. a charity, a special-interest community group, individuals or a new local small business) I would usually charge in the region of £700 for the design of a six-page site. This price would include the design and build of the site, search-engine registration and web hosting of your site for one year.

Additional Charges:

There would be additional small charges for adding in any of the following:

Form to e-mail scripts

Scanning in images and preparing them for web site use

Design of new graphics

Copy Typing:

I consider that adding headlines, captions and links is part of the design work. However, I would expect you to supply any texts in a ready to use format. If I need to do copy typing, I consider that as a separate job and will charge you at the rate of £20 per hour.

Updating and Changes:

Simple updating of existing pages at your request is charged on a straightforward basis of £20 per hour. Even minor changes involve considerably more work than they would in, for example, a word-processed document. The revised page has to be fully tested, uploaded to the server to replace the old one, then tested further to ensure it still works correctly and that no links are broken.

Site Redesign:

In some ways this is similar to designing a site from scratch. I will talk to you in depth and explain how I think I can improve your existing site. If you are happy with my proposals, I will agree a fee with you.

Ongoing Site Maintenance:

GLWebDesign.co.uk 01929 424312 07872 638339

We will agree a regular fee with you. This would normally be charged at £20 per hour. However, this will depend on the frequency and complexity of the changes.

FTP Uploads (file transfer protocol) to customer web space:

One-off fee of £30.

Search Engine Submissions:

Initial search engine submissions of site to top search engines - one-off fee of £30.

Re-submissions to top search engines every 2 months - £15 per URL.

I hope that these figures give you a rough idea of the likely costs to you. Please do contact me to discuss your requirements.

Example Package Price Guide

Package 1: Business Card Type (one page)