

Forum:[Hack Forums](#)

Thread: [\[INFO\] So, how much does a website cost?](#)

Ventures - March 6, 2014, 5:43 pm

An Introduction

Why am I writing this article? It seems to me there are some misconceptions floating around about what the price is for a professionally created website.

A lot of terrible price quotes are being thrown around. I've had people ask me if I could design and code a business website for only \$20. No.

Let me make this clear: You will NOT, under any circumstance, receive a 100% unique, custom, professionally coded, industry standard, fully functional website for less than \$500.

Spoiler ([Click to View](#))

If you've noticed the threads I've posted, you'll see that I offer a "unique PPD website creation service". Yes, I offer dirt cheap prices, but I use the same framework & already have a huge reserve of stock images. Creating those sites take no more than an hour most of the time.

So what IS the price of a website?

Right now, you're probably thinking to yourself, "Well shit. bitcube just mentioned that anyone who's offering a full website design for less than \$500 is probably ripping you off."

Well, it's not necessarily 100% true. You can have your website creation outsourced to less-privileged countries for a price ten times less than that of a freelancer or professional company. But, I'll explain why outsourcing your website creation to an offshore employee is a bad idea later on in the thread.

Carrying on. Put simply, a professionally created website cost can range anywhere from \$1,000 - \$30,000.

Why does a website cost that much?

There are a few things that go into business website creation (est. prices): Domain - \$15/year Most domains will cost anywhere from \$9 - \$15. Some special domains like .io will go anywhere from \$30 - \$80. Hosting - \$150/year Professional hosting will cost at least \$150 a year. Taken monthly, it's not really that bad. But still pricey. Design - \$35/hour (median) The design is one of the hardest parts of website creation. You're looking at 30+ hours of pushing out new designs and changing things. You wanted a unique website, right? Development - \$30/hour (median) The developer who's coding your project is going to be dealing with the following, so be nice to him: Desktop site Mobile site Content Management System Graphics & Logo Design Content Creation Social Media Integration Search Engine Optimization Crossbrowser Testing (making sure it works in IE, Chrome, Safari, Opera, Firefox, Netscape, etc) e-Commerce Plugins Branding/Identity Development Maintenance - \$300/month OR charge per update If the client doesn't know anything about website creation, this might be crucial for the success of the website in the long term. So all in all, you're looking at somewhere in the thousands for a website.

Outsourcing vs Freelancer vs Company

So you don't actually have \$10,000 to drop on a professional website. I've made a little pricing chart w/ features on it for your convenience.

Remember, your website is your first impression on the audience. If you feel comfortable leaving your future in the hands of a most likely impoverished, underpaid employee in another country, more power to you.

Now, this table doesn't apply to ALL outsourced employees, freelancers, and companies. But it does apply to most.

Example of outsourced/offshore company: <http://www.agentsofvalue.com/>

Example of company: <http://www.nightowlinteractive.com/>

Notice the difference? There's a big one.

Who should I choose?

This honestly depends on your budget & project. If you're looking for a quick solution to a PPD site, thank you site, or single page landing site, you might want to go with an offshore employee just because it's cheap and easy.

If you're looking to create a small business or build an online portfolio, a freelancer will bring you the best price and options.

If you're looking to compete with Best Buy, Samsung, Apple, consult a website creation firm and have a couple grand on your hands to drop on a phenomenal website.

Hope this article helps with understanding what you're getting for what you're paying. To all those freelancers on HF who are designing & developing websites, I challenge you to show me a site you've done for less than \$100, has more than 5 pages, and is up to industrial standards on every level. And if you are really charging less than \$100 for a product like that, may God have mercy on your soul when you're in the real world getting mobbed by thousands of clients wanting the same prices for 50-hour work quality.

Mr?? - March 6, 2014, 5:52 pm

Really nice thread! Explains alot about how it all works!

- Mr.Main

brewery - March 6, 2014, 5:59 pm

I would like everyone to see this post. I've worked with bitcube for quite some time, and as the developer in our team, it really is sometimes a daunting task to complete everything a client orders. This is in part due to the fact that 1) customers expect unreasonably short time frames, and I mean, have a working CMS or add-on buy system done for this framework in 48 hours, or 2) they come up with all sorts of shenanigans to be done upon their page in, again, unreasonably short time frames. Also, concerning the work that bitcube, or any designer in fact does: that is difficult OK? How long do you think it takes to make however many page designs, which are of course unique in color,

layout, responsiveness, all of course in ridiculous time frames?

Now yes, there are times when we, or other personal teams, will reuse their own frameworks, so you may receive cheaper prices, but remember that those are still custom tailored toward you in any case. Unlike those web-dev giants like aforementioned.

So in all, please keep in mind that, what you as a client may ask for is quite time consuming and thought depleting. So next time don't complain about "ridiculous pricing" if you don't know what goes into a custom tailored website and instead consult yourself with the nearest web-dev giant and get yourself a cheap, static, boring, maintenance free website and save a couple bucks, and the eyes of anyone wanting to see your overdone site.

Alex™ - March 6, 2014, 6:58 pm

Isnt it cheaper to lean to code yourself?

Assault - March 6, 2014, 7:00 pm

(Mar 6, 2014 07:58 PM)Alex™ Wrote: [\[CITE\]](#) Isnt it cheaper to lean to code yourself?

ALOT, but too many people feel coding is useless.

Alex™ - March 6, 2014, 7:05 pm

(Mar 6, 2014 08:00 PM)Assault Wrote: [\[CITE\]](#) ALOT, but too many people feel coding is useless.

The world runs on scripts and programs. Your electricity, computers, websites, cars, tv, you name anything electrical and I can guarantee it's not analog.

xhflhkeuhwguu34 - March 6, 2014, 7:29 pm

I've billed clients \$400 for building a WP site on top of a \$50 theme.

Those prices are fairly accurate, although my min for custom work is around \$1k.

Programming - March 6, 2014, 7:31 pm

I can vouch for bitcube, I've seen his work, worth WAY more than 500!

J. McCarthy - March 6, 2014, 7:45 pm

don't listen to him!

dey r free only weebly!

but in all seriousness great thread, thanks

Ventures - March 6, 2014, 7:59 pm

(Mar 6, 2014 07:58 PM)Alex™ Wrote: [\[CITE\]](#) Isnt it cheaper to lean to code yourself?

Yes, it would be cheaper. But who's really going to spend a year of their life studying coding languages when they could spend a year of their life starting a business who can pay for a someone who has?

The only reason why people hire coders is because they think it's more worth it to pursue their own dream. They think it's worth it to pay a coder a tiny fraction of the amount that they'll earn back from it. Most of the time, they fail to make money from their ideas.

Thus is the life of a coder. A coder has seen it all: dreams, hopes, ideas, and theories. A coder knows that chasing these dreams will most likely fail, so he doesn't chase them like the fools who chase them endlessly.

m4dh4ck3r - March 7, 2014, 2:30 am

Great thread,I've been asked by many users to make websites for 50\$. They don't reply when I say the minimum I work for is 500\$.

Assault - March 7, 2014, 3:53 am

(Mar 6, 2014 08:59 PM)bitcube Wrote: [\[CITE\]](#) Thus is the life of a coder. A coder has seen it all: dreams, hopes, ideas, and theories. A coder knows that chasing these dreams will most likely fail, so he doesn't chase them like the fools who chase them endlessly.

This is something to live by ^

Said perfectly [:

Ventures - March 7, 2014, 12:30 pm

(Mar 7, 2014 04:53 AM)Assault Wrote: [\[CITE\]](#) This is something to live by ^

Said perfectly [:

It's such a sad day when the majority of the doers (website creators) know that the majority of the ideas generated will fail.

Damdomy - March 7, 2014, 2:52 pm

(Mar 7, 2014 01:30 PM)bitcube Wrote: [\[CITE\]](#) It's such a sad day when the majority of the doers (website creators) know that the majority of the ideas generated will fail.

I second that. I just don't have courage to tell the client :(

Bag - March 7, 2014, 3:09 pm

Thank you so much for posting this!

I'm a meanstack dev (aka mongo, express, angular, node)
and this is pretty spot on about everything.

sometimes I'll do project for cheap on here because I'm bored but honestly I'm glad someone else understand the time, work, and fair pricing that goes into things!

Delevingne - March 8, 2014, 6:02 am

Nice thread, says a lot about how you should think if you want a website.

Verilog - March 8, 2014, 6:04 am

Very much agreed, only price you can cut off is domain and hosting by using discount and coupons but they also get charged the same after an year

brewery - March 8, 2014, 9:24 am

To those who say learning to code yourself is cheaper.

Well, sure, technically it would.

But then think about all the time compiled that would take to learn to code, and all the more profitable things that could have been done in that time, and ask yourself again, is it worth to learn all that code, to spend all that time, and then use it once on one idea? Would it not be more profitable to simply spend a fraction of your prospective earnings and hire a coder to minimize the time you would have had to spend?

Ventures - August 18, 2014, 12:31 pm

Bumping this to spread awareness to the new designers and developers who are charging like \$15 per website.

Please read this thread and share the info!

Eternal. - August 18, 2014, 12:33 pm

Good post. People think work is supposed to be nearly free. You get what you pay for.

| ZooT | - August 18, 2014, 2:28 pm

\$150/yr for hosting? You're overpaying by a lot.

Ventures - August 18, 2014, 2:35 pm

(Aug 18, 2014 02:28 PM)| ZooT | Wrote: [\[CITE\]](#) \$150/yr for hosting? You're overpaying by a lot. If you want an host that provides solid protection and good backup procedures, you'd be paying around \$12/month. This is for small businesses who aren't targeted by spammers, DDoS'ers, etc.

If you're the owner of a corporation who needs to store a lot of data, hosting could go up to \$2,000/month simply due to the fact you need to pay employees to manage them, pay for DDoS mitigation, and for multiple backup servers that go online as soon as another goes down.

\$150/month is perfectly reasonable for what I mentioned in the thread. For people who are simply looking to build an online portfolio, \$100 - \$120 a year would be sufficient.

I personally pay \$200/year because I need to store a ton of data on my servers.

| ZooT | - August 18, 2014, 2:48 pm

(Aug 18, 2014 02:35 PM)bitcube Wrote: [\[CITE\]](#) If you want an host that provides solid protection and good backup procedures, you'd be paying around \$12/month. This is for small businesses who aren't targeted by spammers, DDoS'ers, etc.

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I personally pay \$200/year because I need to store a ton of data on my servers.
You can get a VPS for \$20/year off RamNode.

How much data are you using on your server?

Ventures - August 18, 2014, 3:05 pm

(Aug 18, 2014 02:48 PM)| ZooT | Wrote: [\[CITE\]](#) You can get a VPS for \$20/year off RamNode.

How much data are you using on your server?

As much of my own work and my designers' works have been stored in my server since 2009 (5 years ago), there's too much data going in to even have a stable number at any point.

I'm actually thinking about buying a slot at a datacenter instead to store my works.

I tend to stick with reputable hosts that have been around for at least 10 years. The one I'm using right now is 1&1, and they've never failed me to this day.

Obviously, there are cheaper alternatives but I highly recommend sticking with the tried-and-true instead of the might-save-some-money route.

xflat - August 18, 2014, 4:55 pm

(Aug 18, 2014 03:05 PM)bitcube Wrote: [\[CITE\]](#) As much of my own work and my designers' works have been stored in my server since 2009 (5 years ago), there's too much data going in to even have a stable number at any point.

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Obviously, there are cheaper alternatives but I highly recommend sticking with the tried-and-true instead of the might-save-some-money route.

I have been using 1and1 for a few years now and they are the least helpful hosting company around and there support is just terrible, I have been trying to cancel a hosting contract with them for about 1 month now and I always get put on hold and never helped.

Ventures - August 18, 2014, 5:02 pm

(Aug 18, 2014 04:55 PM)xflat Wrote: [\[CITE\]](#) I have been using 1and1 for a few years now and they are the least helpful hosting company around and there support is just terrible, I have been trying to cancel a hosting contract with them for about 1 month now and I always get put on hold and never helped.

LOL I'm sorry to hear about that. 1 and 1 has been great for me!

| ZooT | - August 19, 2014, 4:54 am

(Aug 18, 2014 03:05 PM)bitcube Wrote: [\[CITE\]](#) As much of my own work and my designers' works have been stored in my server since 2009 (5 years ago), there's too much data going in to even have a stable number at any point.

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I tend to stick with reputable hosts that have been around for at least 10 years. The one I'm using right now is 1&1, and they've never failed me to this day.

Obviously, there are cheaper alternatives but I highly recommend sticking with the tried-and-true instead of the might-save-some-money route.

Lol. You're getting ripped off.

Get yourself a VPS.

Sky - August 19, 2014, 6:11 am

(Aug 18, 2014 02:48 PM)| ZooT | Wrote: [\[CITE\]](#) You can get a VPS for \$20/year off RamNode.

How much data are you using on your server?

500Gb bandwidth a year? Dependant on how much a server with low specs like that can handle & the upload speed I could eat that up in a day or less with a botnet.

Seems like a terrible idea.

~Arcane ?

Narvikz - August 19, 2014, 1:39 pm

Yea right 35\$/hr for front-end developing and 30\$/hr for back-end.

Alright AT LEAST you're not saying 5\$ but this price still might be considered offensive to the developer. That is dirt cheap and not the median price.

That is maybe half or 2/3 of the actual median amount which is 50-70\$/hr

Ventures - August 19, 2014, 1:46 pm

(Aug 19, 2014 01:39 PM)ThatGuyPT Wrote: [\[CITE\]](#) Yea right 35\$/hr for front-end developing and 30\$/hr for back-end.

Alright AT LEAST you're not saying 5\$ but this price still might be considered offensive to the developer. That is dirt cheap and not the median price.

That is maybe half or 2/3 of the actual median amount which is 50-70\$/hr
Assuming there are 261 work days in a year and each work day is from 9AM to 5AM, the average front-end developer would make \$73,000 a year.

Yep, sounds right.

Let's take the average pay per hour you presented at \$60/hour. That's \$126,000 a year.

I'm sorry, but if you think that's the average salary of a front-end developer, you need to get your facts right :P

webdev77 - August 19, 2014, 1:49 pm

(Aug 19, 2014 01:39 PM)ThatGuyPT Wrote: [\[CITE\]](#) Yea right 35\$/hr for front-end developing and 30\$/hr for back-end.

Alright AT LEAST you're not saying 5\$ but this price still might be considered offensive to the developer. That is dirt cheap and not the median price.

That is maybe half or 2/3 of the actual median amount which is 50-70\$/hr
It depends on your region for pricing as well. Also, not everybody charges exorbitant hourly rates because they just have a larger base price quoted. E.g. \$500 base + \$35 an hour, which really can make it \$50-\$70 an hour when you average the entire project.

Ventures - August 19, 2014, 1:51 pm

(Aug 19, 2014 01:49 PM)webdev77 Wrote: [\[CITE\]](#) It depends on your region for pricing as well. Also, not everybody charges exorbitant hourly rates because they just have a larger base price quoted. E.g. \$500 base + \$35 an hour, which really can make it \$50-\$70 an hour when you average the entire project.

Right, but no one ACTUALLY makes \$125k/year from front-end web development unless you're working as like a division manager (not exactly a dev) for Google/Intel/MS/Apple, etc.

[H]ell - August 19, 2014, 2:46 pm

If you actually charge \$35 an hour have fun paying taxes, electrical bills, licenses and office rent.. You'll have close to nothing left to pay your food and all the other living expenses. What if you break your computer or it gets outdated, what money you gonna use to buy a new one? You need extra money to reinvest.

Company I work at charges clients ~\$110 an hour to put me on service tasks, and I'm a developer. It sounds like a lot, but when you actually substract all the expenses, it's still not that much.

Ventures - August 19, 2014, 2:53 pm

(Aug 19, 2014 02:46 PM)[H]ell Wrote: [\[CITE\]](#) If you actually charge \$35 an hour have fun paying taxes, electrical bills, licenses and office rent.. You'll have close to nothing left to pay your food and all the other living expenses. What if you break your computer or it gets outdated, what money you

gonna use to buy a new one? You need extra money to reinvest.

Company I work at charges clients ~\$110 an hour to put me on service tasks, and I'm a developer. It sounds like a lot, but when you actually subtract all the expenses, it's still not that much. I'm talking about yearly salary broken down to hourly wage.

If you work 260 days a year for 8 hours a day at \$110/hour, you make \$230k a year which I'm assuming you must either work for a major banking/financial firm, Google, or the government in a city where prices are inflated (like New York).

The average web developer makes \$62k a year across the USA according to the Bureau of Labor, probably up to \$100k/year in price-inflated areas, and around \$50k/year in poorer areas.

Actually, if you wanted to be technical about it, let me break down a 70k salary. Assuming income tax is 30%, you're left with 49k. Renting is about \$1k/month in most suburban areas, so let's subtract 12k to get 37k. Electricity/Gas bills are \$150/month, water and sewer bills are \$100/month, trash bills are \$30/month, and internet/phone bills are \$70 a month adding up to \$4,200/year. That ends up with ~\$33k/year so far. Car insurance (if you're a good driver) is \$1k/year, leaving you with \$32k/year.

That's \$2,600 to spend each month on your own leisure, which is quite enough to live comfortably if you're only supporting yourself. Oh, and I rounded up in most of my calculations, so personal expenses are accounted for (gas, necessity shopping, etc). I'd say if you really wanted to treat yourself nicely, \$30/day for food (already a very high estimate) would only run you \$900/month. You've got \$1,700 left which is enough to let you go out every weekend and still have around \$1k in savings as backup. And that's saying you spend like \$200 every weekend on yourself.

Narvikz - August 19, 2014, 3:30 pm

Oh sorry mate. I was talking about Freelancers.

(Aug 19, 2014 02:46 PM)[H]ell Wrote: [\[CITE\]](#) If you actually charge \$35 an hour have fun paying taxes, electrical bills, licenses and office rent.. You'll have close to nothing left to pay your food and all the other living expenses. What if you break your computer or it gets outdated, what money you gonna use to buy a new one? You need extra money to reinvest.

Company I work at charges clients ~\$110 an hour to put me on service tasks, and I'm a developer. It sounds like a lot, but when you actually subtract all the expenses, it's still not that much. I mean come on. I meant that price is acceptable but the reasons you presented aren't right. Unless you eat like caviar every meal or something.

I mean what the hell. It's not like you are transforming products like buying wood and making furniture. Not like you have to pay car maintenance for your sellers. Not like if you work for two days you can't buy a top notch PC.

The price is high because of the qualification needs, not because of expenses.

Ventures - August 19, 2014, 3:34 pm

(Aug 19, 2014 03:30 PM)ThatGuyPT Wrote: [\[CITE\]](#) Oh sorry mate. I was talking about Freelancers. Ahah, my bad, I thought you were talking about a legitimate job :P

Narvikz - August 19, 2014, 4:00 pm

(Aug 19, 2014 03:34 PM)bitcube Wrote: [\[CITE\]](#) Ahah, my bad, I thought you were talking about a legitimate job :P

It is a legitimate job. But here where I live you'd have to open a micro solo company or something for tax stuff. And a worker working on his own gets like 500€ taken away in taxes. Fucking ridiculous motherfucking government.

But I am actually surprised back-end developers are paid 30\$/hr at a job to be honest. That's pretty sick. 240\$ per day. lol

My parents are paid at 5-6€/hr

Ventures - September 1, 2014, 11:32 am

(Aug 19, 2014 04:00 PM)ThatGuyPT Wrote: [\[CITE\]](#) It is a legitimate job. But here where I live you'd have to open a micro solo company or something for tax stuff. And a worker working on his own gets like 500€ taken away in taxes. Fucking ridiculous motherfucking government.

But I am actually surprised back-end developers are paid 30\$/hr at a job to be honest. That's pretty sick. 240\$ per day. lol

My parents are paid at 5-6€/hr

Yeah, it's crazy if you think about it. It took me like a month to learn intermediate Javascript and I already get hired for \$35/hour on a contractor project for a simple GUI fix :)

Insomnolence - September 17, 2014, 2:35 pm

Development - \$30/hour (median)

If that is the median price for development, my prices must be amazing...

Ventures - September 17, 2014, 3:26 pm

(Sep 17, 2014 02:35 PM)Insomnolence Wrote: [\[CITE\]](#) Development - \$30/hour (median)

If that is the median price for development, my prices must be amazing...

Yes, for professional work done that's industry optimized, the median hourly rate is \$30/hour. Keep in mind median != mean != mode.

I don't have statistics for the mode, but I'll take a healthy guess that it's around \$30 - \$40/hour.