What's the Real Cost to Build a Website That Delivers Results?

Hidden Custom Website Design Costs You Might Not Have Budgeted For

The Content Gap	Image Assets	Cost of Custom Development
E-commerce Fees	Apps and Plugins	SSL Certificates
Ongoing Security Updates	Compliance Costs	Maintenance and Upgrades

Tips From Our Team

Before you start your website design and development, here are some hints to make the process easier.

1 Prioritize Your Must-Have Features

Know your priorities and identify which features are essential and which ones can wait. By focusing on your must-haves, you can use your budget smarter.

2 Provide Content Feedback Where You Can

Share any important information you want highlighted with the writing team. This input creates a foundation and makes sure those key points are in the first drafts, which saves review time.

3 Share Approved Images

Send any high-quality, approved images directly to the design team. This can help save the team time and money when looking for images to include on your new website.

4 Invest in Scalable Solutions

Prioritizing scalable tools allows you to easily expand and adapt your website as your needs evolve, saving time and money by preventing costly rebuilds in the future.

Platform	Primary Focus/Best For	Key Features	Technical Skill Level
Word Press	Highly customizable websites, blogging, and scaling (CMS)	Open-source, many plugins available extensive themes, full code access	Moderate to High (Can be simple, but benefits greatly from development knowledge)
Squarespace	Building and launching custom sites; general website needs	Everything needed to build a website; focus on design and visual editing	Low (Little to no technical knowledge)
Shopify	Building and managing eCommerce websites	Built-in eCommerce functions, easy-to-use online store editors, basic SEO and blogging, customizable themes	Low to Moderate (Focus on selling)
Wix	Quick websites for small businesses and beginners	800+ templates, drag-and-drop editor, starter SEO tools, built-in eCommerce, app market, custom forms/CRM, code development platform	Low to Moderate (Easy start, advanced options available)
Duda	SaaS platform for website building in-browser	Drag-and-drop content and design, no coding required, basic SEO tools, blogging capabilities, widget builder, designed templates	Low (No web development experience required)

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