



THE 5 EXPENSES IN OPERATING A WEBSITE

I'm often asked by potential clients about the cost of operating a website. Here are the basics.

1. Domain name – approx. \$15/year
You pay this to a domain registrar (like godaddy.com) to have the right to use a name like: yourcompany.com.
2. Website Hosting – approx. \$10-20/month
This service makes your website available to users all over the Internet.
3. Initial Website Development (custom, professional) – \$1,000 to \$100,000 and up
Generally speaking this is what you pay a web developer to build the website itself.
4. Maintenance – variable
Maintenance costs are usually limited to minor changes, like an address or staff change or changing links that might no longer be active. Some websites can go quite a while without any changes and some have a steady stream of updates that need to be made. This should include back-ups and could also include regular sitemap submissions to the search engines.
5. Promotion – variable
Most sites should have an ongoing campaign to drive traffic. Particularly retail sites. The size of the budget depends on the revenue stream being generated.

Please feel free to contact me if you'd like to run through this list to see how it would specifically apply to you.