

HOW MUCH DOES A WEBSITE COST?

A website is the virtual showroom for any business and done well, can act like a 24 hour salesman. A clean, user-friendly web experience is no longer an advantage, but a necessity. But, how much does it *really* cost though?

87%

of small businesses in the United States cite a website as their most important selling tool.

WHERE DOES THE MONEY GO?

70% Design, Development & Implementation

20% Planning & Scoping

05% Domain & Hosting

05% Maintenance



WHEN CREATING WEBSITES THERE ARE A FEW THINGS TO KEEP IN MIND...

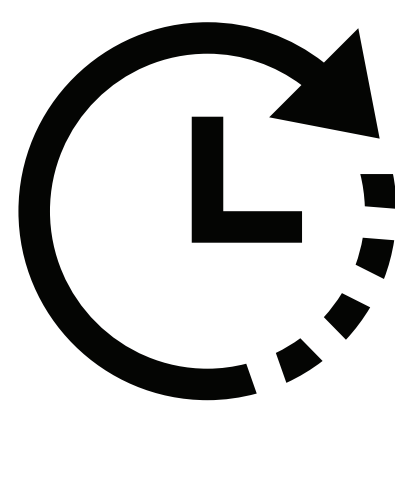
Responsive Design	Email Integration	SEO Preservation	Content Migration
62%	838	15%	9/10
OF COMPANIES WITH MOBILE OR RESPONSIVE SITES HAD HIGHER SALES	BILLION EMAILS WERE SENT BY BUSINESSES IN 2013	THE AVERAGE CLOSE RATE OF ORGANIC LEADS	ORGANIZATIONS USE CONTENT TO MARKET THEIR BUSINESS

HOW WEBSITES ARE PRICED



FIXED RATE OVER TIME

Best for users who know exactly what they want and have a detailed scope of work that encompasses all requests.



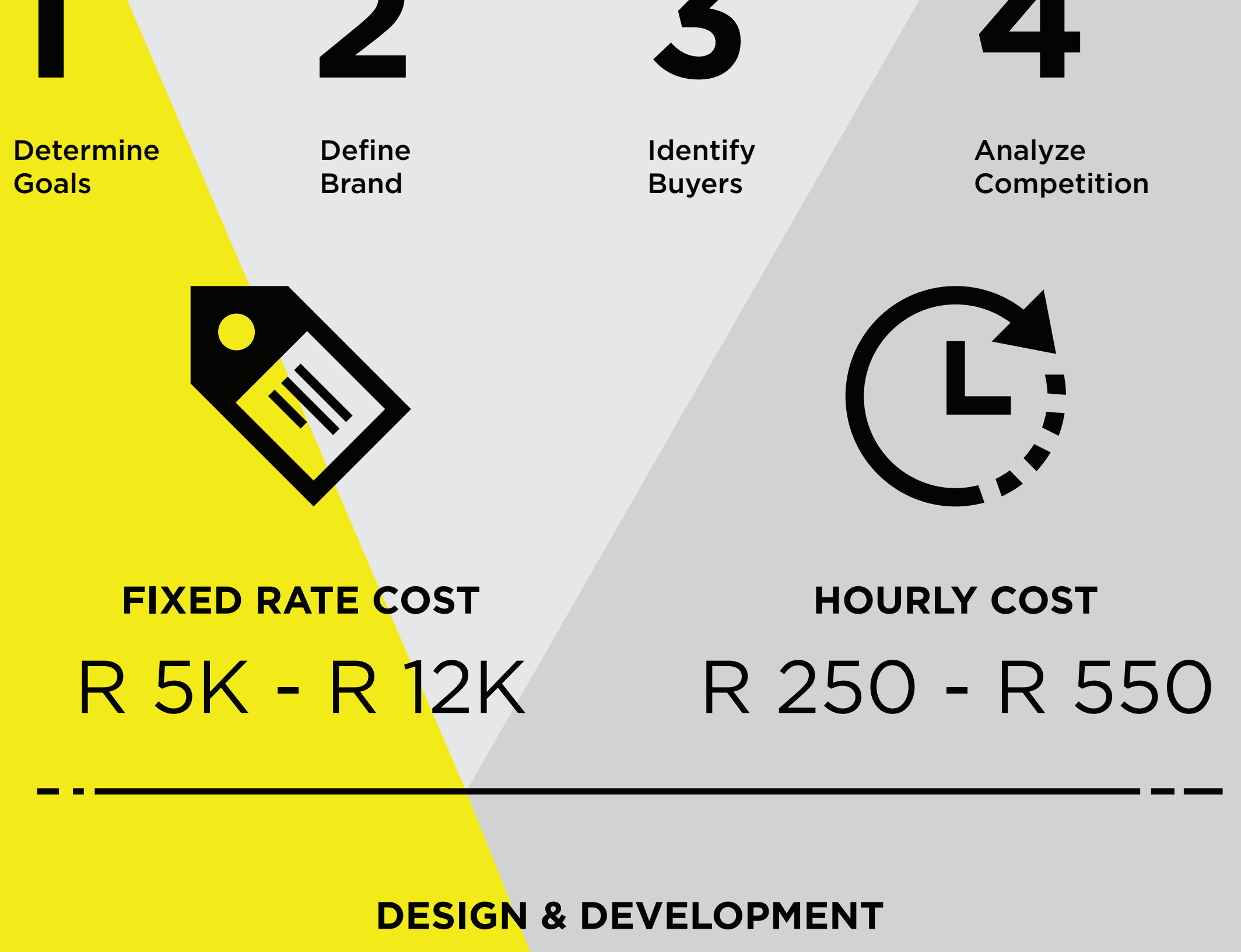
HOURLY RATE

Best for customers who don't have a lot of support or prefer to pay in increments throughout the project.

THE NUTS & BOLTS

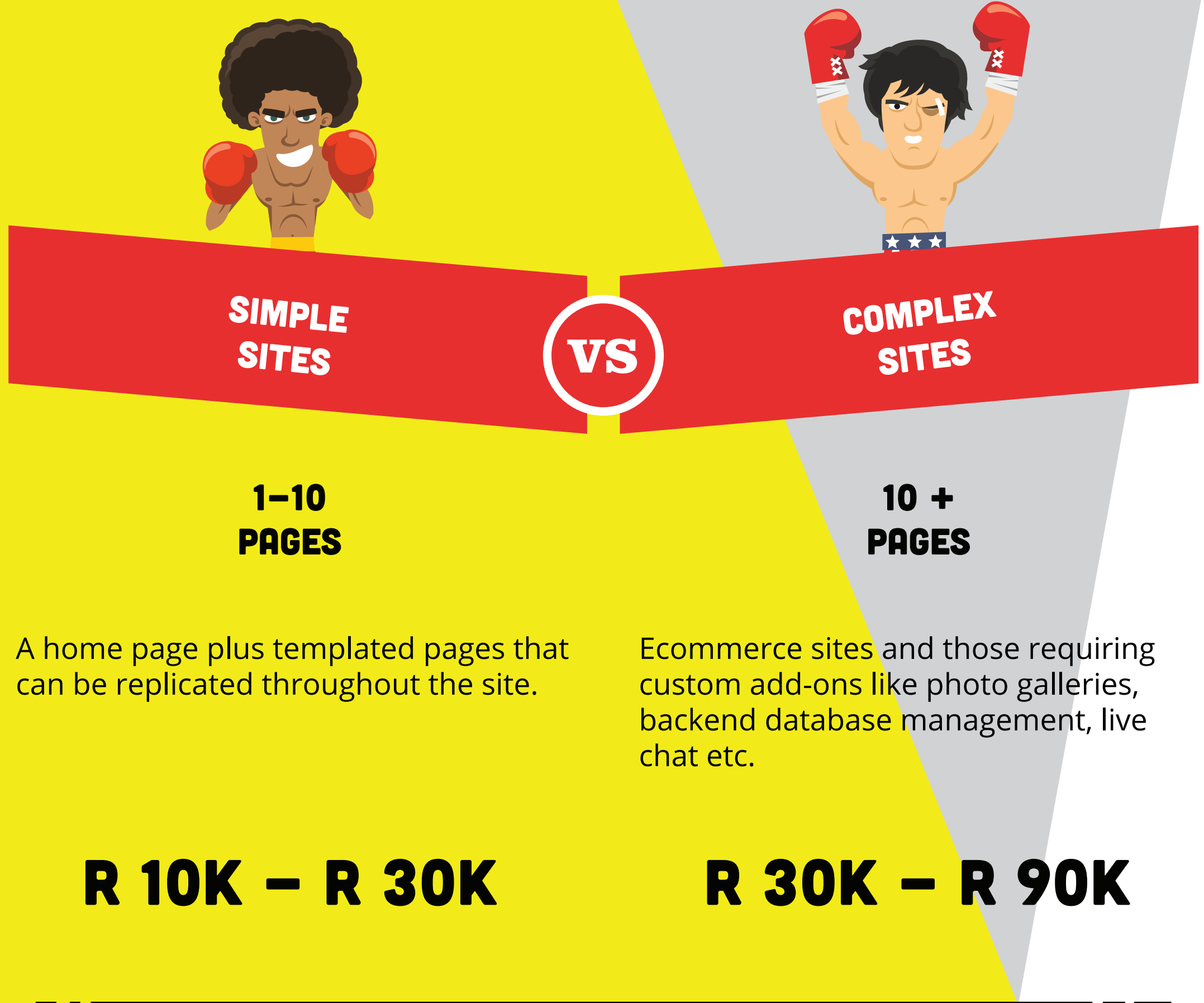
PLANNING & SCOPING

Never underestimate the importance - or cost effectiveness - of a well thought out website strategy. Without a plan you could sink thousands into an incredible website that looks professional but doesn't do what you need it to. You need to understand how your website will impact digital lead generation goals, ecommerce sales and business development *before* you start building.



DESIGN & DEVELOPMENT

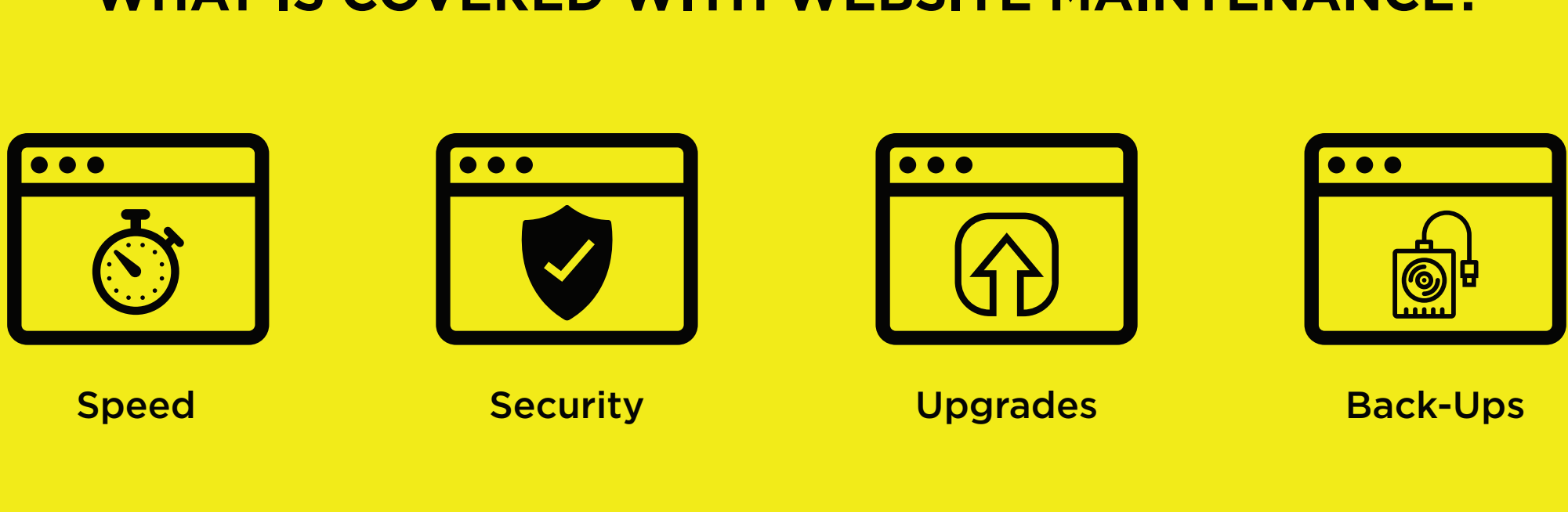
Think about what your business needs the website to do. Will you be selling anything? How many revisions will you need? The most important rule of thumb for this phase of the website build is pretty simple: you're going to get what you pay for. If you can't afford the website your business needs now, keep saving and revisit the project when you're financially prepared. The amount of damage a poor website can do is not to be trifled with.



MAINTENANCE

Once you have invested the time, money and energy into building the best site for your business, nothing can spoil it quite like a long load time, broken graphics - or worse - a security breach. Bugs, breaks and crashes happen. A monthly website maintenance plan will give you peace of mind and protection necessary to keep your mind off your website and on your business, where it belongs.

WHAT IS COVERED WITH WEBSITE MAINTENANCE?



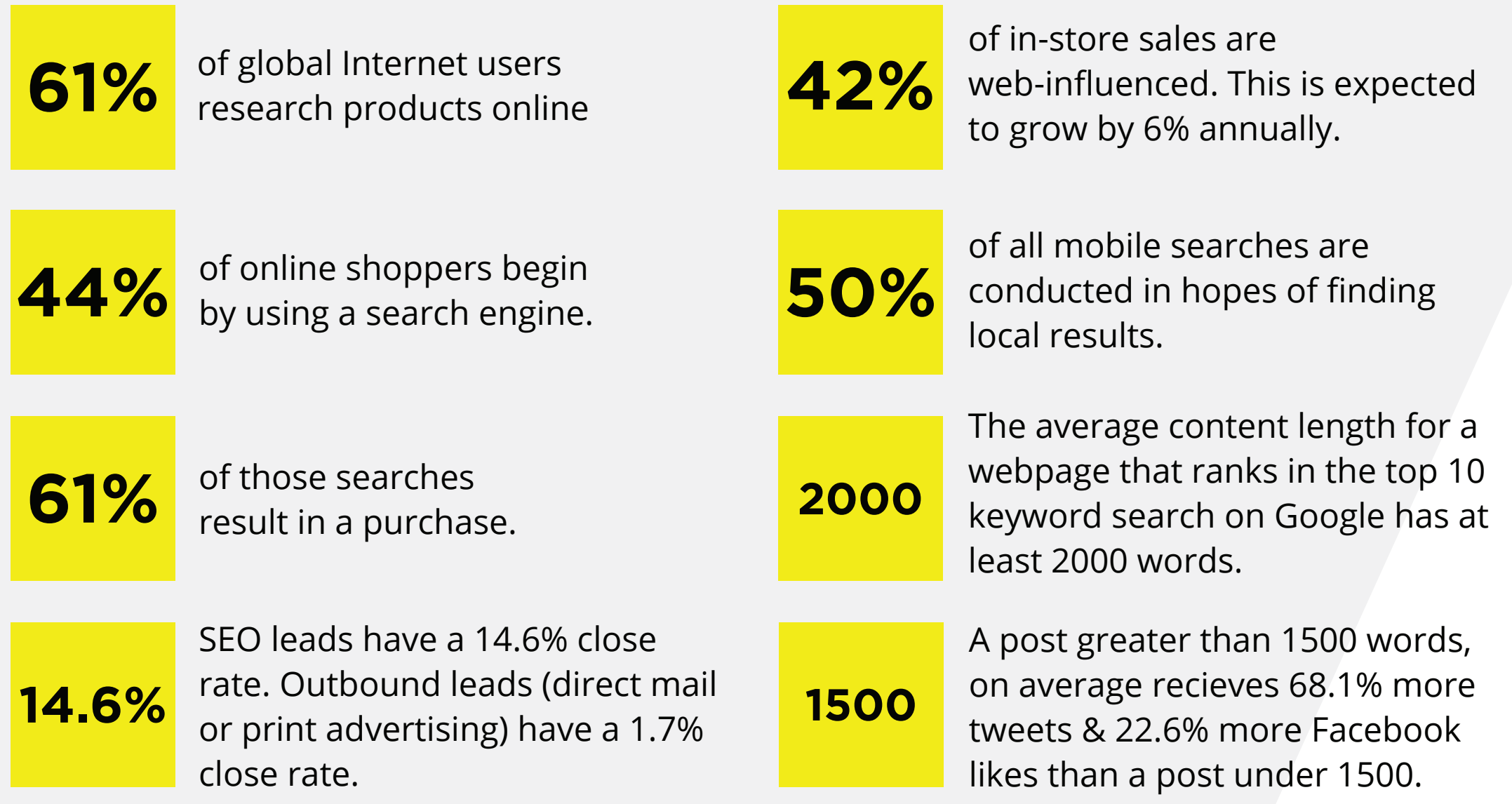
YOU CAN ALSO TAKE A LOOK AT THE PDA DPM*

THAT'S DIGITAL PLATFORM MANAGEMENT

Signing up for the DPM with Plastic Duck Armada gets you your whole digital marketing service in one easy to manage monthly fee. This includes in depth analytics on your current systems, a new website (if required), social media strategy that ties in with your offline marketing plans as well as management of all the social media platforms we pinpoint as being the most viable for your business. We provide monthly reports for you to easily monitor your ROI.

Contact us for more information on the DPM.

STILL UNSURE OF THE VALUE OF A WELL DESIGNED RESPONSIVE WEBSITE? HERE ARE A FEW STATS...



IS YOUR BUSINESS MISSING OUT?

Building a website isn't simply an added expense, it's an important investment in the future of your business. If you're considering a site build - or in the middle of one that is a mess - contact Plastic Duck Armada today!

SOURCES:

- [HTTP://WWW.HUBSPOT.COM/MARKETING-STATISTICS](http://www.hubspot.com/marketing-statistics)
- [HTTPS://WWW.FORRESTER.COM](https://www.forrester.com)
- [HTTP://WWW.SMARTBUGMEDIA.COM/](http://www.smartbugmedia.com/)
- [HTTP://WWW.SOCIALMEDIAEXAMINER.COM/](http://www.socialmediaexaminer.com/)
- [HTTPS://WWW.NUTSANDBOLTSMEDIA.COM/THE-TRUTH-HOW-MUCH-YOU-SHOULD-PAY-FOR-A-WEBSITE-DESIGN/](https://www.nutsandboltsmedia.com/the-truth-how-much-you-should-pay-for-a-website-design/)
- [HTTPS://WWW.SURVEYMZMO.COM/SURVEY-BLOG/CREATING-A-WEB-REDESIGN-STRATEGY-AND-PLAN/](https://www.surveymzmo.com/survey-blog/creating-a-web-redesign-strategy-and-plan/)

THIS FRIENDLY ADVICE, PROUDLY BROUGHT TO YOU BY:



PLASTIC DUCK ARMADA

DIGITAL STRATEGY, DESIGN & MARKETING