



Cory Computer Systems

563 Wesley Avenue, Suite A
Oakland, CA 94606 (510) 663-2465

“Web Design With the Small Business In Mind”

“What is it going to cost?”

There are two types of costs:

1. Fixed Costs
2. Variable Costs

Fixed Costs:

Domain Name: (yourcompany.com) \$20-\$35 per year. This depends on the number of years you pay in advance, the registration company, service charges, etc.

Hosting Company: (myisp.net.) A hosting company is one that supplies a web server, backup, technical support, email servers, ftp servers, etc. The size and number of connections to the Internet, the size of the web site, the amount of traffic, and the amount of disk space, all affects the cost. The cost varies from free to thousands per month. Many large companies have their own hosting servers and their own staff. For the rest of us, there are many companies that do this for a monthly fee. Typically, costs range from \$10/month on the low end to \$65/month for an e-commerce site, with shopping carts, etc. I offer hosting for as low as \$18.95/month.

Setup Fees: This is a one-time fee charged by a hosting company to get everything in place, typically, \$40-\$50. This includes setting up an empty web site on a server, setting your domain name to point to the empty site, setting up POP3 and SMTP email services to allow the creating of email accounts.

Per Transaction Fee: These are fees charged by merchant accounts, credit card companies, pay-check, pay-pall, etc. They vary from a few cents to a few % of the transaction.

Summary: Your fixed costs are about \$250 per year, with an extra \$50 the first year for setup.

Variable Costs:

There is only one variable cost; paying for the time it takes to do what you want.

These are the costs that can get out of hand. Everything you think of takes time, every change you make, takes time, every addition (scope creep) takes time.

As an estimate, you can figure on one to two hours per page, 10 hours for graphics, navigations, and color selection, i.e. the basic design. This varies by the complexity of the site. For a 10-page site, this will come to about \$1000.

Cory Computer Systems

(510) 663-2466

<http://corycomputersystems.com>