



PRICE GUIDE

WEBSITE DESIGN

The starting price for a website is £450. In return you will get a standard Wordpress website: this will allow you to add, remove or edit content on your own with no coding skills required. The theme (which controls the site's layout and appearance) will be custom built from scratch and will not rely on any available pre-existing templates. This ensures that your site is the way you want it and is not simply your content placed into a template that anyone else could download. The site will be built with the minimal amount of code and to the most modern web standards. It will be fully responsive and tested across a range of devices and browsers before being uploaded.

SITE CONTENT

The site's content (i.e. images and copy) should ideally be provided up front along with a page list. I can source stock images for you if required and can also make any edits you might need to images using Photoshop. For the first 10 images this service is free but will cost £15/hour after this point.

Additionally I can edit together a short background video for use on the desktop version of your site. However, the cost of any stock videos (which can be significant) would need to be added to the bill so I'd recommend you provide your own footage.

PLUGINS

Your website may require a plugin (such as a booking form) to function as desired. Although many of these are free I would advise that you opt for a paid version for anything that is important to your business. The price of each plugin varies but they are generally around \$50 (this cost will be added to the final bill).

NUMBER OF DIFFERENT PAGES

How long your site takes to build - and therefore how much it will cost - will depend largely on how many different pages the site as.

Every site should contain the following pages so they will be provided as standard: a Home page, a Contact page, a Privacy Policy page and a Not Found page. A search results and archive page will also be provided if required. You can then have another 3 pages on top of this as part of the standard package.

If you require any more pages after this it will affect the overall price (as detailed below).

Please Note: if you have multiple blog posts or folio items that all follow an **identical** template, they will only count as one page. If you provide the content, I will create the first 10 of these posts for you but it will be £15/hour after that.

ADDITIONAL PAGES (OVER AND ABOVE HOME, CONTACT ETC.)

1-3 Free	7-9 (+£125)
4-6 (+£75)	10+ (To Be Negotiated)

SITE FEATURES

Google AdSense (+£30)	MailChimp Mailing List (+£15)
Google Analytics (+£30)	Basic Search Engine Optimisation (+£100)
eCommerce (To Be Negotiated)	Twitter Integration (+£10)
Google Map (+£10)	Social Share Buttons (+£10)
Google My Business (+£40)	

WEBSITE - NUMBER OF REVISIONS

If you aren't satisfied with the final design, I can make changes to the site. At the start of the project I will produce an initial website mockup in PDF for you to evaluate. Once any necessary changes have been made and we've agreed upon a final design, I will begin creating the website. For brand new sites I will establish the site online immediately but hide it from public view while it is under construction. For updates to a site currently online, I will create a local version of the site on my PC before replacing the current site. Once the design is complete I will send you a short video showing your website in use before then taking the site live.

If you require any revisions after this point it will affect the overall price. Note: one or two very minor changes (to an image, colours or fonts for example) would not count as a revision.

1 revision (+£80)	3 revisions (+£160)
2 revisions (+£120)	4 revisions (+£200)

LOGO/GRAPHIC DESIGN

For graphic designs such as posters, illustrations I charge £15/hour.

For logos I charge a flat fee with the overall price varying depending on the type of logo you need.



Typographic Logo (£100)



Typographic Logo and Mark (£150)



Sports Logo (£200)

NUMBER OF REVISIONS

If you aren't satisfied with the final design, I'm more than happy to create alternatives. At the start of the project I will produce a few different designs for you to choose from and then refine your chosen concept. After this point, if you decide that you would like a different design then it will affect the overall price. Note: one or two very minor changes (to colours or fonts for example) would not count as a revision unless the final files have already been handed over.

1 revision (+£30)	3 revisions (+£70)
2 revisions (+£50)	4 revisions (+£100)