

As at: 15 April 2023

General Price List for Web Design

The table below shows a general range of requirements for a web site that you may need to complete your project. The prices shown are indicative of the cost though, because all our sites* are bespoke and without templates* to ensure that individual feel and look, negotiation is always possible. (Domain, SSL Certificates & Hosting charged separately dependent on type of domain, i.e., .co.uk, .scot, .com, etc.)

(* - does not apply to WordPress CMS derived websites)

Item	Description	Price
WordPress Theme Setup	Using the free, downloadable WordPress (WP) tool, websites can be built using one of many available themes to give the operability required. Used as a Content Management System (CMS), WP allows the client to update and amend the content whenever they want. This, basically, is the creation of how the website looks and feels.	£150.00
WordPress Plug-in Setup	Once a theme has been chosen, WP uses other tools called Plug-Ins to give operability to the site, such as ease of design, ease of update, greater functionality, etc. As with a theme, plugins require installing and setting up on the site prior to use.	£30.00
WordPress Ecommerce Setup	If an online shop is required, we can install the WP plugin Woo Commerce. This plugin can supply full control over product creation, online sales, payments, stock control, etc.	£100.00
WordPress Content Page	Once the framework is set up on the site, we can supply content pages for the client to amend at their own convenience.	£30.00
HTML Home Page (Non WP)	This is the manually generated, bespoke front page of your website and involves setting up addresses, titles and keywords to get your site indexed by search engines, etc. It may be that this is the only page (webcard) depending on your requirements	£125.00
HTML Active page (Non WP)	Some pages maybe required to contain forms for replying, booking etc. or a gallery type page for showing off images. Basically any page where more is required than just to look at.	£75.00
HTML Static page (Non WP)	These type of pages form the bulk of your website where pages are created and carry mostly text and images.	£35.00
Internal Links	These links are normally part of a navigation bar or system and are used to move between pages on the site. This will involve creating CSS (Cascading Style Sheets) to the menu system to ensure the site is mobile friendly.	£2.50 per internal link
External Links	Most pages will have links built into them to allow movement between the pages of your website to others on the internet.	£0.50 (text) £2.00 (images)
JavaScript content	JavaScript is a way of introducing items such as enquiry forms, slideshows, graphic enhancements, intricate navigation systems, etc. to your site to enhance the users' experience.	£30.00 upwards dependant on requirement / design time.

Images	All pictures on a website need to be adjusted to either fit on the page correctly and/or to have a file size that will allow a fast download, (especially over mobile links).	£1.50 / produced image
Videos	Embedded videos have to be adjusted to ensure they are playable over all screen sizes, especially on a mobile phone.	Bespoke videos – POA YouTube/WP videos - £5.00
Post Publication Changes & Updates	Once a website is published, there are always minor changes that a customer wants once they see it live. This is normally included in the initial price for 1 year. If there are any major additions (extra pages, major link insertions etc.) these can be carried out by negotiation with a “by the hour” fee being added for any labour required.	£25.00 / hour
	Content only applies to WordPress packages	
	Content only applies to Bespoke packages	