Website Design Prices 2018

What Factors Are Affecting Website Design Prices In 2018?

Everything You Need To Know

'Ignorance Can Be Expensive'

2018 is a year of change when it comes to website design prices and how much it will cost to have a website built.

Here are some of the factors that are now determining how much a website will cost to design.

Some factors are dictated by technical changes. Other factors are dictated by legal changes. Both mean that website design prices are affected as a result.

Your website is your connection with the world. It is how you find new prospects, customers and clients. A good website will increase your sales, profits and help to create future growth. You owe it to yourself to have a website that performs well.

A good website should give you access to more customers and clients locally or even internationally. It can enhance your brand locally or even globally and literally help you transform your business.

Mobile ready and responsive

While the move to mobile ready and responsive websites has been ongoing for some while, Google announced in March 26th 2018 that it will be rolling out mobile first indexing.

✔️ This means your new website should be mobile ready and responsive so it is correctly listed in Googles index

A mobile responsive website is a great decision for your business at this time.

Retail

A lot of retailers are missing out on a multi-billion market by not having a mobile responsive website. 54.8% of sales in retail were via mobile device in 2017 – statista.com

95% of mobile users look up local information on their mobile device before calling or visiting a business

Security

In July 2018 Google will be providing warning notices across all websites that do not meet the new SSL standard.

What is SSL?

SSL (Secure Sockets Layer) is the standard security technology for establishing an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browsers remain private and secure.

✔ This means your website needs to be built so that all elements comply with the SSL standard to avoid your website being flagged with a non- safe security notice.

More information and details can be found here – sslfixit.com

Privacy by Design

This is a new legal change brought in by the GDPR regulations.

If you have not heard of them yet then you should be aware that they apply to every business in the EU and to anybody that holds or collects any type of personal data.

The **General Data Protection Regulation** (**GDPR**) (EU) 2016/679 is a regulation in EU **law** on data protection and privacy for all individuals within the European Union.

The Data Protection Bill is the UK'S answer to the GDPR, evolving the country's existing DATA PROTECTION laws for the 21st century with the aim of ensuring uninterrupted data flows between the UK and EU after Brexit.

Why Is It Relevant To Website Designer Prices?

Websites will need to comply with these new regulations and your website designer will at least need to be aware of the regulations and how they affect the way the website is designed and built.

Contact forms and lead capture forms, as one example, must follow the regulations to ensure they are compliant.

Website owners must generally show consent for a prospect opting into a contact campaign or show some other form of legitimate interest as a valid reason for collecting personal data.

Most website owners will be classed as data processors or controllers and are accountable for a user's privacy protection.

✔️ It is highly recommended that your website design process takes the relevant privacy factors outlined in the regulations into account during the build process.

The regulations provide for fines and penalties in the event of breach of the regulations.

Website design will need to factor in these new requirements in the design process.

Speed

Apart from mobile first indexing referred to above, page mobile page speed will become a ranking factor from July 2018 in mobile search results.

✔️ It is therefore a good idea to have a website design and hosting that delivers the fastest experience to users.

Who Is Your Customer?

Why is this important in designing your website?

Identifying your potential customers and clients should always be one of the first things to do when considering website design.

If you know who your ideal customer is, it is easier to design a website that will resonate with them.

Some business owners and organisations are very clear about who their customers are and exactly where to find them. Others are not so clear.

If you can define and focus more clearly upon who your ideal customer or client is, it can become much easier to find them. It then becomes important to research exactly who your ideal customers is.

This can be done by completing a 'customer avatar' or 'buyer persona' report. The traditional way to do this is manually.

✔️ The new and often more insightful way of doing this is online, with a more extensive look at the characteristics and possible locations of your ideal customer.

The Customer Avatar online report is much more comprehensive and will often provide insights and revelations that can provide you with an unfair advantage over your competition.

Do You Sell To or Service Multi Local Areas or Multiple Cities and Towns Nationwide?

Many trades people and sales companies operate across more than one area. While a city like Manchester may be considered the one area, it consists of 656 local suburbs.

You can have a website that targets just Manchester or you can opt for a website that targets each individual locality. If you think about it this will greatly increase your chances of being found by new customers.

Designing a website like this is more work than the traditional website and obviously costs more to design and build. The rewards in terms of increased business and profits are also far greater.

Certain websites have been running this setup for several years and are more than happy with the performance and profits generated for their businesses.

Do You Require a Sales Funnel?

This is not needed for every organisation or business but it is question to ask when considering your website design.

What Is A Sales Funnel?

Simply put, a sales funnel is the ideal process that your customers go through as they move from being someone who could potentially be a customer to someone who is a customer or client.

What is the purpose of a sales funnel?

The aim is to filter out uninterested leads and filter in interested prospects. If you can automate the process and see a viable profit as an end result then your sales funnel is working.

The whole objective is using a sales funnel as a way to increase revenue and ultimately your profits. Most business owners see it as a smart move.

Is The Website Design Compatible With Your Business Promotion And Development Strategies?

Your website should be flexible and able to grow with your business and other objectives.

A website design that allows this is always a big bonus.

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From what has already been mentioned above it will be clear that a good website design has to take into account a number of factors that are not always well known.

Cheap £99 Websites

While it is possible that some people offer websites for £99, you must ask yourself exactly what you are getting for this price. If you are only buying upon price alone and wish to ignore other crucial factors for your website design project, then that is your choice.

Hopefully you will have seen there is much more to consider when deciding upon your website design project.

We do not position ourselves at this end of the market. We could not deliver the quality of service that we do for such a price.

Website Design Price Indicators 2018

General Website –Typical Price Range £299 - £599

If you need a presence online that shows people what you do, this is the ideal website

Trades Website - Typical Price Range £299 - £1997

If you are a tradesperson, then your website needs to be a source of new customer enquiries. Get your potential customers contacting you and boost your business

 Local Services & Business Website - Local Retail Website

Typical Price Range £299 - £1997

A website for conducting business locally is a profitable boost for many local businesses. Get your business name known locally for the products and services you provide. Your business can be the first one local residents think of as soon as they need what you provide.

 Ecommerce Website

Typical Price Ranges £499 - £4997

An Ecommerce website will allow you to sell your products and take payment online. There are a range of factors to account for when building an Ecommerce website and the range of prices simply reflects the features and benefits you may require to be included.

 Appointments & Bookings Website

Typical Price Range £297 - £497

If your business needs to take appointments and bookings then this type of website could be the ideal solution. You can take payments at the time of booking or not.
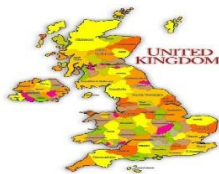
Get your appointments organised – great for clinics, sports and fitness, yoga lessons, dance schools, private lessons, health and beauty, hotels, bed and breakfast.

 Blogging Website

Typical Price Range - £299 - £399

Ideal if you are an expert or have a passion for a particular topic. Update your audience with news and your latest offerings.

 Website For Multi Local Areas or Multiple Cities and Towns Nationwide

Typical Price Range £1997 - £4997

Great for trades people, product or service sales. A website that targets each individual locality with a city or town. It can even target nationally each locality within the UK or a specific country. Increase your chances of being found for your product or service locally, nationally or internationally.

 Sales Funnel Website

Typical Price Range £1997 - £4997

Filter out uninterested leads and filter in interested prospects. A website to help automate the process

A Comprehensive Website Design Service

Our website design service is more comprehensive and gives consideration to important factors that other website design companies are simply not aware of or decide to ignore.

Get Your Free Quote and Save Money Using Our Quality Website Design Service
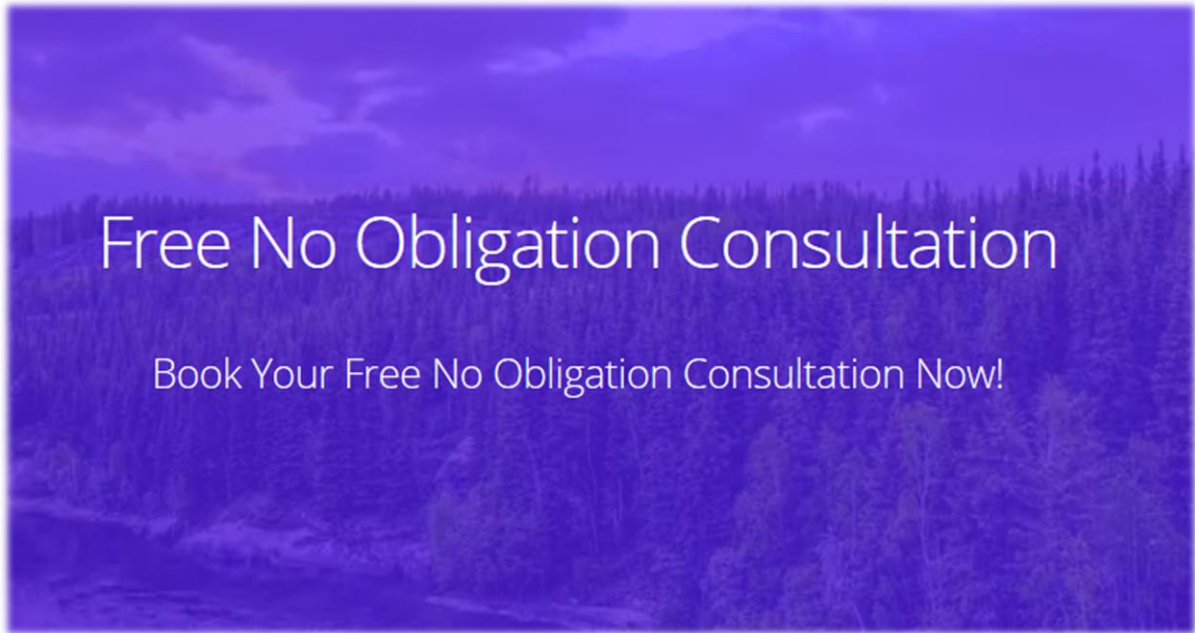
Discuss your proposed website design project with a short, no obligation, consultation.

We can determine the best way to progress your ideas and turn them into a live website.

Get your free quote now.

Simply click or tap the 'Book Your Consultation' image below, complete the short form and your no obligation consultation will be booked.

We look forward to talking with you soon about your website project.

Simply click or tap the 'Book Your Consultation' image, complete the short form and your no obligation consultation will be booked.

Stephen Wilk

Wheels4WebSites