







The Cost of a Small Business Website

Looking at a website, you'll never see all the work it took to build it and keep it looking great.

Here's a breakdown of what goes on behind the scenes as well as the cost you should expect, in time and money, for the build and unkeep of a small business website based on your available options.

At Pronto, we offer the best of both worlds. See how we stack up.

 Building a New Website	 In-House		 Pronto		 Outsourced	
	Your time	Setup Cost	Your time	Setup Cost	Your time	Setup Cost
Planning	4	•	0.5	•	2	\$100
Copywriting	•	•	•	•	•	\$1,500
Design	•	•	•	•	•	\$5,000
Development	•	•	•	•	•	\$1,000
Content Migration	5	•	•	•	•	\$500
SEO	10	•	•	•	•	\$1,000
QA	•	•	3	•	6	•
	19	\$0	3.5	\$599	8	\$9,100

Maintaining a Website	In-House		Pronto		Outsourced	
	Hours/month	Monthly Cost	Hours/month	Monthly Cost	Hours/month	Monthly Cost
Hosting	•	\$15	•	•	•	\$50
Content	4	•	•	•	•	\$150
Updates	6	•	1	•	1	\$200
Maintenance	1	•	•	•	•	\$75
Analytics	0.5	•	0.5	•	0.5	\$10
SEO	5	•	•	•	•	\$250
Newsletter	1	\$25	•	•	•	\$100
	17.5	\$40	1.5	\$259	1.5	\$835
Great for	Saving money—if you’re not worried about driving leads. Works great for website hobbyists and brand-new businesses without a set budget.		Taking care of business at an affordable monthly price. Your site always looks great (updates included) and your email newsletter gets out every month.		Custom development projects. Works great for projects like ecommerce, which need dedicated engineering for many technical details.	
Not great for:	Saving time. Even the simplest sites necessitate hours of routine upkeep for appearance—and clearly look bare bones. You’ll need even more time, effort, and expertise to drive results.		Custom development projects. We may not be a good fit if there’s a unique integration or piece of software you need.		Saving money. Usually you’ll pay a high development cost to launch your site, then either update the live site yourself (see In-House option) or pay a premium to your agency or developer for updates.	