



Custom Website Pricing Analysis

Primary Competitors	Pricing	Web Dev & Des	SEO	Maintenance	Digital Marketing	After Project Launch	Other Service
Company A	- 5 pager site - 5K estimate - Logo Package - 2.5K estimate - SEO basic keyword free - Maintenance - 97\$ starting	- Industry standard process - Content writer - Live progress tracker - WordPress Sites	- Basic keyword included - Offers extensive SEO implementation	- Monthly Maintenance	- Google Ads - FB Ads	N/A	- Video Animation
Company B	- 5 pager site - 4.5K estimate - SEO	- Webflow - Monthly/Annually billed Packages - Copywrite - Research on competitors - Training - Dev link for changes	- Basic keyword included - 525\$/month Starter SEO 6 month min - 25% impression guarantee - 20% traffic increase - If not hit, refund or continue to grow	- No maintenance Webflow	- 1 social media introduction post complimentary - Google Ads	- 150\$ Any web service	- Web hosting 15\$/month w/ Webflow
Company C	- 5 pager site - \$175/month 1 year min to life of site (Like Wix/GoDaddy)	- Research analysis - Monthly Charge - Logo Design - Domain Regis - Unlim Changes - Google Cloud Hosting	- Guarantee to get first page SEO with Top plan / 6-7 months	- 24/7 Cus Services - Included with Month Subs	- Google Ads - 50% budget for Ads 50% for service fee	- Only if you pay the package	
Company D	- 5 pager site - starter package \$15,980	- WordPress - Training - Logo included	- Basic keyword included	- Don't offer hosting - \$170/H 10hour minimum	- Copy Writing - Social media starter pack	- 60 day post launch	- Outsources ; other service
Company E	- 5 pager site - \$200/month 2 year contract	- WordPress / Elementor - Training	- Basic keyword included - 750\$ to 4K\$ SEO - Monthly reports - No guarantee	- Maintenance included - 1H/ month support included - 100\$ to 175\$ - Hosting <u>Siteground</u>	- Copy Writing included in package	- 90\$/H	- Logo \$300 favicon - Bran book
Company F	- 5 pager site - 5K estimate - Copy Writing	- Industry standard process - WordPress - Training - Sitemap	- Basic keyword included - 1.5k\$ per month	- Maintenance package \$450 - Backups - Updates	- Copy Writing - Google Ads - 500-5K/ month - 700\$	- \$100 video tutorial - Lifetime maintenance	- Logo \$2,500
Company G	- 5 page site - 1K to 3K for junior - 3k to 10K for senior	- Junior and senior different - WordPress, Webflow, Squarespace - Custom coding	- Basic keyword included - 1.5K to 2K SEO content - Guides	- Maintenance \$150H - Backups - Updates	- Google Ads - 1000\$/ month - Social media	- 1 year after	- Buying Backlinks - Content Writir Logo 2.5 - 3K