

**National Average Wordpress Pricing Guidelines:**

Information presented by **ArtHaven International** research reference link at bottom of pdf.

## **National General Pricing Guide for WordPress Websites**

*Posted on June 8, 2015 by Nathan B. Weller in Resources*



### **For Questions Contact:**

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# Understanding the Base Price of a DIY WordPress Website



A typical breakdown of expenses required to get up and running might look something like this:

- Domain: \$12/year
- Hosting: \$10/month – \$30/month
- Premium Theme: \$50-\$200
- Premium Plugins: \$15-\$200 (each; some are one-time purchases, others are monthly/annual licenses.)
- Rough Totals: **\$200-\$1,000+**

# Turnkey WordPress Setup & Maintenance



I've seen a few pricing models work here:

- Hourly: \$50-\$100 per hour
- Flat Rate: \$500-\$1000+
- Monthly: \$30-\$50/month (in addition to the initial hourly or flat rate fees)
- A-la-cart Extras: \$100, \$200, etc. per strategy document, training course, and so on.
- Rough Totals: **\$500-\$2,500+** (plus possible monthly or a-la-cart services)

# Custom WordPress Design/Development



Many custom WordPress design and development work falls within the following price ranges:

- Custom WordPress Theme: **\$3,000-\$6,000** (for design and development)
- Custom WordPress Website: **\$6,000-\$15,000** (for design and development, with custom plugin functionality.)
- Custom WordPress eCommerce Site: **\$6,000-\$20,000**
- Custom WordPress Web App: **\$15,000-\$60,000+**

**Reference:** Pricing Information

<https://www.elegantthemes.com/blog/resources/a-general-pricing-guide-for-wordpress-websites#respond>

# ArtHaven International

Our General Pricing Guide  
for WordPress & Custom Websites  
and Inbound Marketing Services



Yeah, this is what I do!

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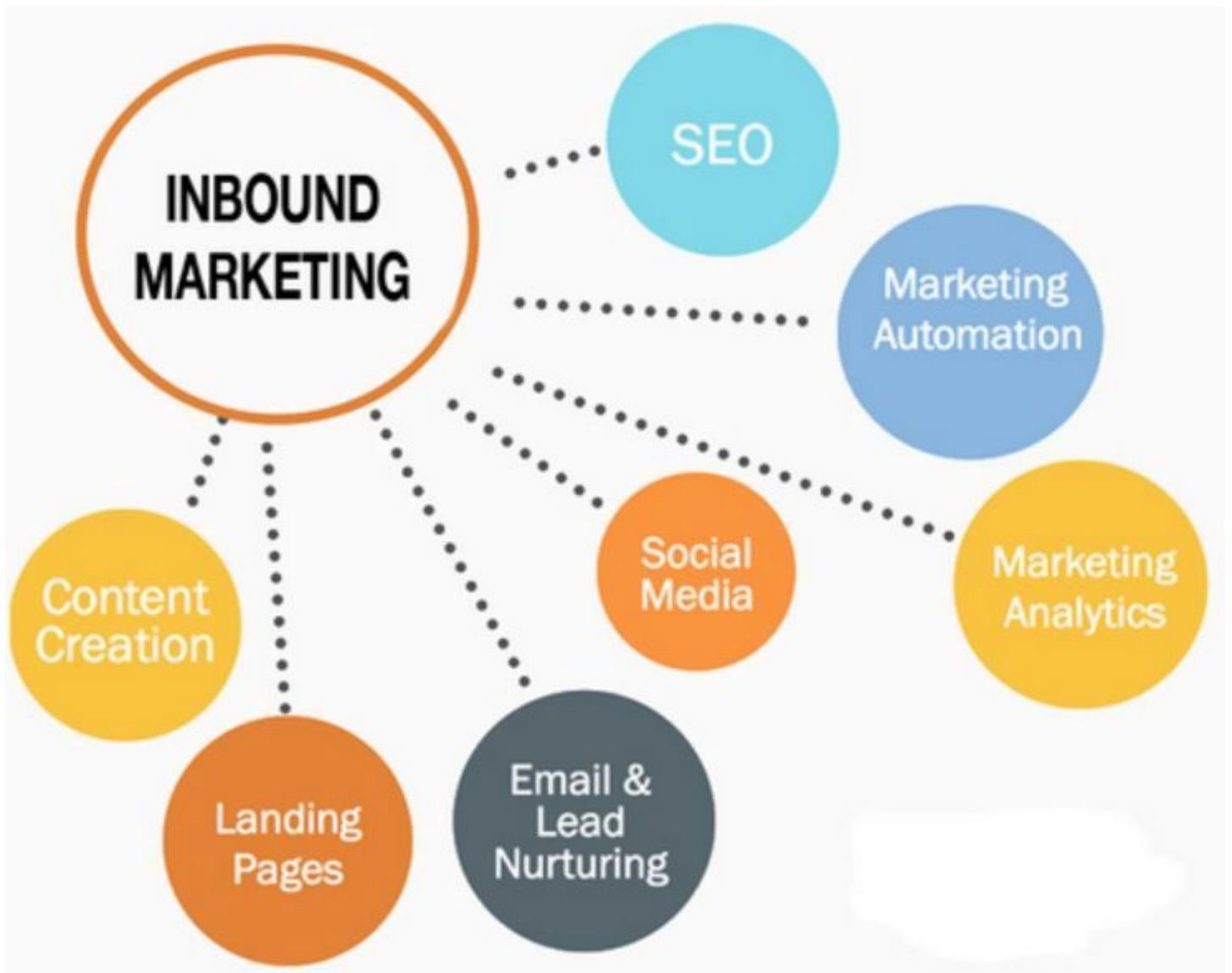
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## Lead Generation: Inbound Marketing Packages

All of our packages are customized to fit your specific goals and budget. We offer 2 inbound marketing packages below represent our typical price range. Contact us for your free assessment and custom quote.

### Basic

Inbound Marketing  
\$5,500 / month

- Inbound Marketing Plan
- Traffic Generation
- Lead Generation
- Monthly Metric Report
- Marketing Campaigns

# Inbound Marketing Methodology

The best way to turn strangers into customers and promoters of your business.

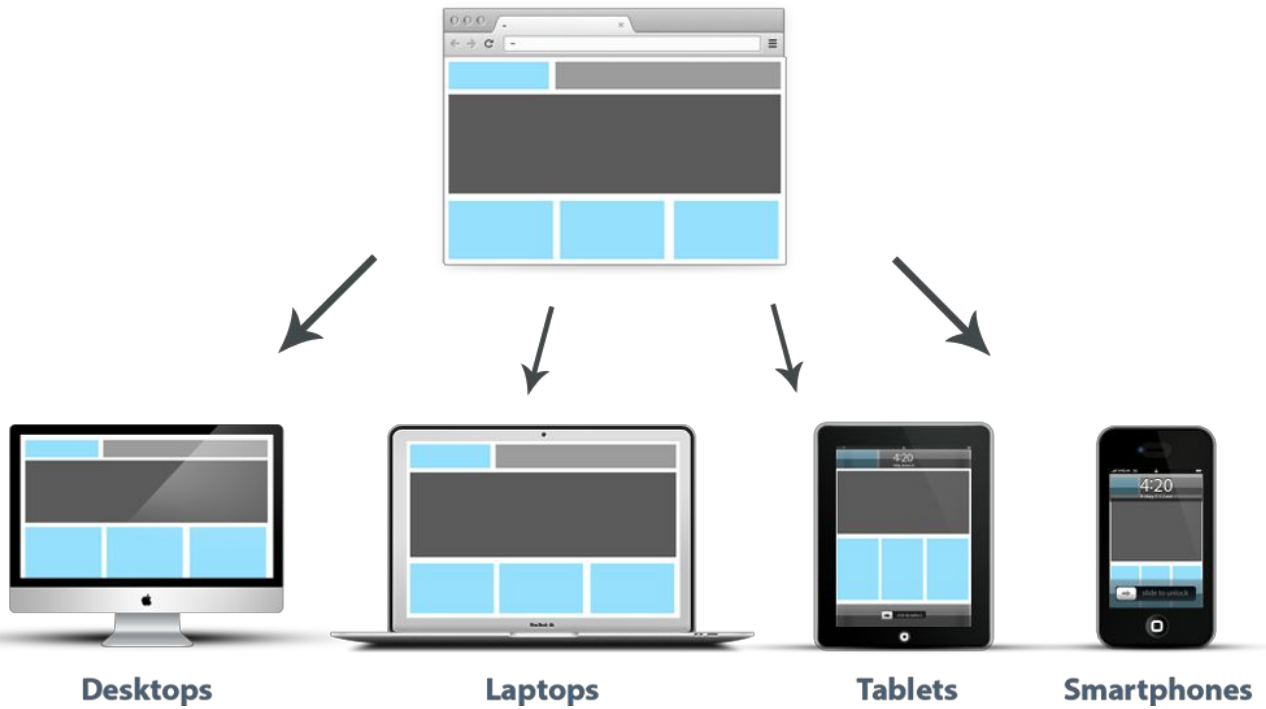


## Accelerated

Inbound Marketing

\$15,000 / month

- Inbound Marketing Plan
- Traffic Generation
- Lead Generation
- Monthly Metric Report
- Marketing Campaigns
- Paid Search & Social Campaigns
- Lead Nurturing
- Email Marketing



## Web Design & Web Development Packages

Let your website attract and capture extremely qualified leads on a daily basis. With the user experience and sales process being center to your design, your visitors have every opportunity to learn about your business and convert into leads.

Starts at \$5,500 - \$15,000 + depends on features

- Project Research
- Planning & Strategy
- Site Map
- Google SEO Best Practices
- Wireframes
- Page Mockups
- Custom Web Design
- Responsive Design
- Mobile First Design
- Copywriting
- Coding
- Pre-launch Testing
- Smart Calls-To-Action
- Smart Content



# Key Take-Away: We Value your business

**We have designed 3 main packages:**

- Basic Inbound Marketing Package,
- Accelerated Inbound Marketing Packages,
- Custom Web Design & Web Development Packages.

Our packages are designed for companies with an annual marketing budget of \$100K to \$1000K.

We are a small & flexible agency ready to take your business to a higher income level.

## Our Starting WordPress Prices

- Starting Package Price: \$2500 per year
- Flat Package\* Price: \$5500+
- Monthly Package Price: \$250/month





