



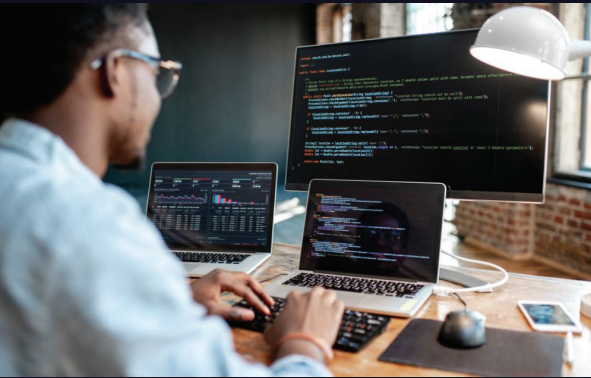
**in Access**  
**Media**  
The Signature of Quality

# WEBSITE DESIGN

Pricing **PACKAGE**



# HOW MUCH DOES A NEW WEBSITE COST?



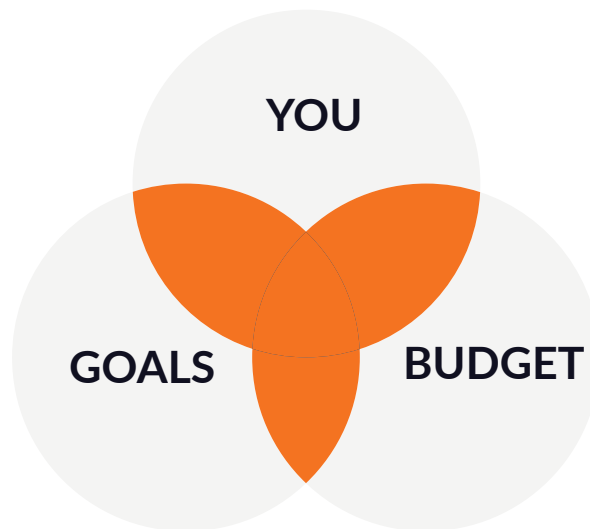
If you're thinking about getting a new website and want to know how much it will cost, you're in the right place. Send the same proposal to 4 different website companies and you will get 4 different quotes, often with a very wide range in terms of pricing.

The question isn't just 'how much will my new website cost?' the question is, «what should my expectations be for the budget I have?»

The truth is the cost of a new website can range from free, to over \$100,000. The best solution for you will depend on how you, your goals and your budget align together.

In this brief guide we will give you a sense of exactly what you can expect from a new website in any price range. We also offer suggestions and solutions that might be right for you based on

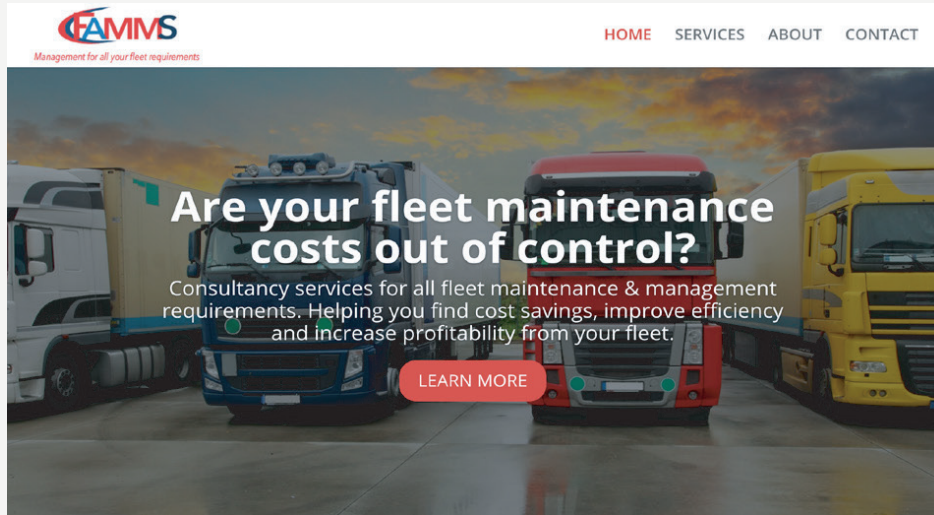
## ALIGNMENT



*Your goals, your budget and your personal involvement will all factor in to what type of website you will have.*

- YOU:** How involved do you want to be in the process? With no budget you are essentially the designer, developer, project manager, content writer and marketer. As your budget increases, your roles in completing the project decrease as experts fill the roles.
- GOALS:** What kind of website do you want? Do you want a website that looks 'good enough'? Better than your competitors? Or the leader in your industry? The goals of your website affect your budget and it will have to adjust accordingly.
- BUDGET:** Your budget will be affected by your goals of the site and how much involvement you want to have in the project. The higher quality website and less involvement in the deliverables, the more higher your budget will have to go.

# WEB FULL BASIC PACKAGE \$600



## What You Get

### TEAM

Local solo designer •

### DESIGN

Basic customisation to pre-built templates •

### SPECIFICATIONS

- Pages - 1-10 •
- Page templates - 1-2 •
- Revisions - 2-3 •
- SEO - Limited •
- Responsive Design - Maybe •
- Social Media Integration - Limited •

## Pros & Cons

### PROS

- Local person to communicate with
- Decent quality work

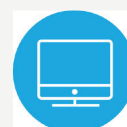
### CONS

- Typically not high enough quality work for small and medium sized businesses
- Often uses templates without informing clients
- Often overbooked with work and rarely delivers on time
- Very little experience in usability or online marketing
- Built quickly without rigorous testing & security checks

## Who is this right for?

Individual marketing their personal services  
who is on a budget

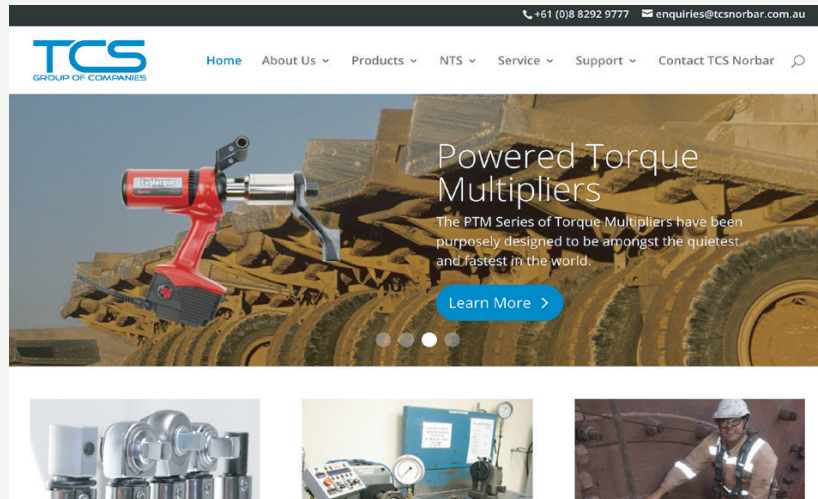
Very small business starting out who  
needs a web presence



## RESOURCES

[www.inaccessmedia.co.tz](http://www.inaccessmedia.co.tz)

# WEB INTERMEDIATE BASIC PACKAGE \$750



## What You Get

### TEAM

- Agency •
- Project Manager •
- Designer •
- Developer •

### DESIGN

- Custom Design •
- Wireframes & Mockups •

### SPECIFICATIONS

- Pages - 15-50 •
- Page templates - 3-7 •
- Revisions - 3-6 •
- SEO - On page •
- Responsive Design - Yes •
- Social Media Integration- Yes •

## Pros & Cons

### PROS

- Professional quality
- Custom design
- Hands on project management
- Quality development
- Rigorous testing & security

### CONS

- More costly

## Who is this right for?

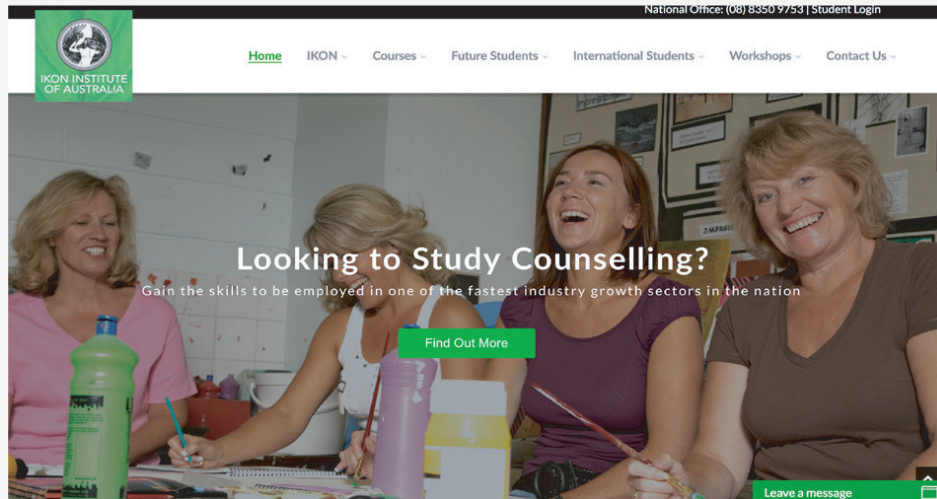
A small or medium sized business looking to refresh their website design

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# WEB DEVELOPMENT BASIC PACKAGE \$950



## What You Get

### TEAM

- Large Agency
- Project Manager
- Designer
- Developer
- Copywriter

### DESIGN

- Custom Design
- Layered Photoshop Design

### SPECIFICATIONS

- Pages - 50-100
- Page templates - 8-12
- Revisions - 7-12
- SEO -Yes
- Responsive Design - Yes
- Social Media Integration - Yes
- Custom front end functions
- Extensive backend database management
- - Branding implementation (recommended colors, logos, fonts and other elements)
- - Contact forms, Sign Up forms, Subscribe forms (unlimited adaptations)
- Each site with its full structure and functionalities that adapt to the user and requirements
- Page optimization and installation of plugins
- - Display of products/services with all the accompanying elements and functionalities- Contact forms wi

## Pros & Cons

### PROS

- Professional Design
- Professional Development
- Project Management
- Dedicated Support
- Custom Functionality
- Content Writer

### CONS

- Higher Cost

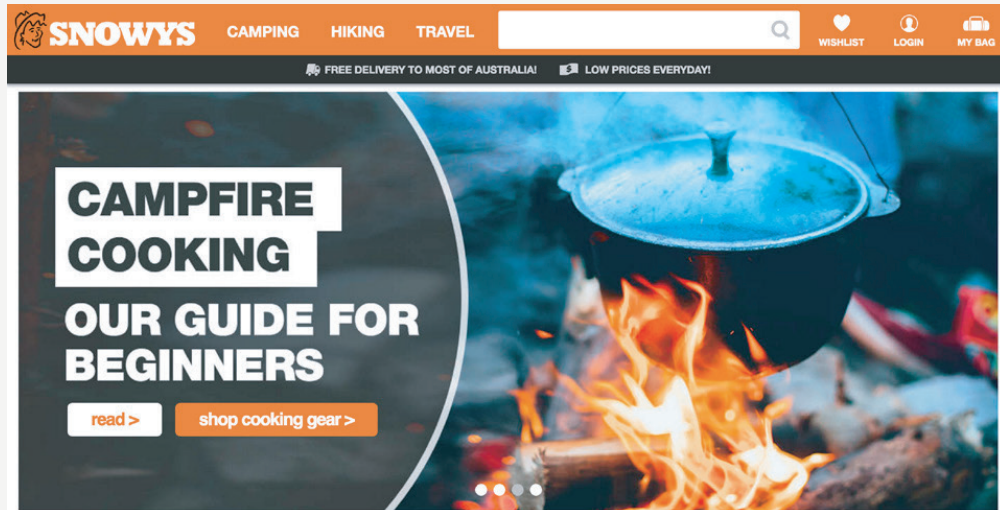
## Who is this right for?

Medium sized businesses with a +100 page website or requiring eCommerce & high level integration.

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# WEB DEVELOPMENT ADVANCED \$1500



## What You Get

### TEAM

- Large Agency
- Project Manager
- Designer
- Developer
- Copywriter

### DESIGN

- Custom Design
- Layered Photoshop Design

### SPECIFICATIONS

- Pages - 100 - +1000
- Page templates - +15
- Revisions - +15
- SEO - On and Off Page
- Responsive Design - Yes
- Social Media Integration - Yes
- Custom front end functions
- - Maximum customization of appearance and functionality
- Extensive backend database management
- - Client and product discovery workshop
- - User Experience Research
- - Optimized and secure sites that meet all the standards and best practices of a particular market or content updating with all necessary basic and advanced addons

## Pros & Cons

### PROS

- Professional Design
- Professional Development
- Project Management
- Dedicated Support
- Custom Functionality
- Content Writer

### CONS

- Large agency pricing
- Work handled by junior staff
- Expensive overages and delays

## Who is this right for?

Large businesses with several thousand employees and high security needs.

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# WEB DEVELOPMENT **ADVANCED** \$1500

- Annual lease and domain (for the first year) - Branding implementation (recommended colors, logos, fonts and other elements from brand guidelines are used in the design) - Adaptation of the original content, creation of added visuals (illustration, infographics ...), finishing of textual and multimedia content
- Integration of contact form, sign up form and / or Subscribe Newsletter form, unlimited number and customization
- Each site with its full structure and functionalities that adapt to the user and requirements
- For each specific and thematic subpage, two to three examples of layouts that fit into the final design and branding solution with a maximum of 5 iterations
- 1 year of free maintenance + additional basic education on the use of WordPress CMS for one employee
- Implementation of WooCommerce ecommerce solution with optimization and input of up to 200 items (if needed) - Third party services
- The price includes the installation of 2 to 3 premium add ons (if needed) - Integration of booking solutions, possibility of user login and profile creation (if needed) - Website optimization for payment implementation and implementation of payment mechanism
- Premium approach to the client, the dynamics of the meeting and the level of client involvement in individual phases are agreed directly with the client
- ADVANCED projects are projects of the highest priority

**Visit Our Websites**

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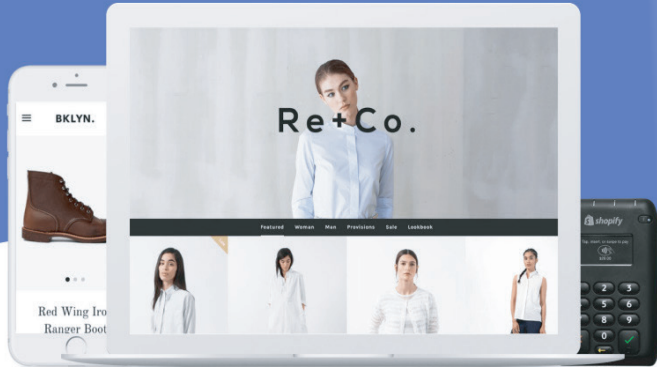
# Sell online with Shopify

Trusted by over 400,000 businesses worldwide

Enter your email address

Get started

Try Shopify free for 14 days. No risk, and no credit card required.



Beautiful themes that are responsive and customizable



Pricing as low as \$9/month

Whether you sell online, on social media,



Trusted by over 400,000 businesses worldwide

## E-COMMERCE

If you thought the pricing for regular websites was all over the place, that's nothing compared to an E-Commerce website.

Because you're dealing with so many extra factors such as payment processing, security, fulfillment, inventory and inputting many different product SKUs, an E-Commerce website is typically far more expensive and complex than a regular website.

If you're looking for an affordable option to having an E-Commerce website, sites such as Shopify and Big Commerce offer a turnkey solution for opening a store online.

Otherwise when working with a reputable agency, be prepared to pay anywhere from \$10,000 - \$50,000 and above for an E-Commerce website.

## \$2500 WEBSITES

## WHAT IS HOSTING?

Think of your website in terms of your home.

Your domain is the address of your house, your hosting is the block underneath your home and your website is the building on the block. You need to have all three to have a house.

What kind of hosting you should get, goes back to your goals and budget.

If you don't have that many visitors to your site, are not super concerned about security or support and need an affordable and reliable company to go with, then I would highly recommend [in access media](#)

If you have a Wordpress site and are more concerned with having the best, fastest and most secure hosting provider, then I would go with [in access media](#).

Some people like using [in access media](#) for hosting. While I love Crazy Domains for Domain Registration, I prefer [in access media](#) or Flywheel for hosting.



# OPPORTUNITY COST

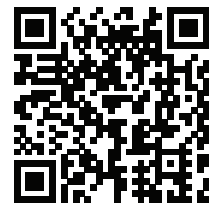
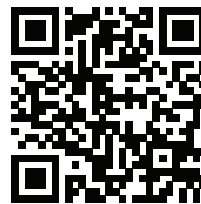
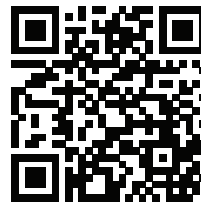
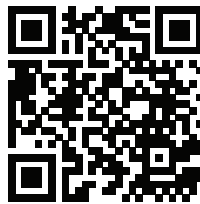
Warren Buffet, the world's greatest business investor and second richest person on the planet, said that the key to making good business decisions is understanding Opportunity Cost.

Opportunity Cost is not just asking 'Will I get a good return on my investment' it is asking the question 'Of all the things I could do with this money, is this the overall best thing I could do'

When choosing a new website designer the question most people ask is 'How much will this website cost' but that's actually not the best question to ask. The real question to ask is 'Which website is going to produce the most value for my business overall?'

Someone getting a 'free' website might think they got a better deal than someone who paid \$5,000 for their website. But the \$5,000 website might have generated more traffic, more leads and more business than the 'free' website and in terms of total dollars the 'free' website might have actually cost the business \$100,000 in lost business it might have otherwise gained.

## CLIENT TESTIMONIALS



## WELCOME IN ACCESS MEDIA



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