



At ICG our hourly rate is \$150. We offer special discounts for partner companies, non-profits, and in select cases partner projects. All of our pricing is based on this hourly rate, our overall costs (wages + overhead) and the long-term costs of properly communicating and supporting our clientelle.

Pricing Breakdown

Basic Website

\$2,000 – \$5,000

This is a basic website with up to 10 pages html/js/css

Advanced Website

\$7,500 – \$30,000

This level includes a tool that allows you to update your website yourself

Custom Website

\$15,000 – \$100,000+

Finally, something totally custom. A larger site, with advanced functionality to custom fit your needs. Web Applications fall into this category.

Additional Services/Breakdown

- **Domain Name: \$10-\$100 per year** for new domains. Some old domains can sell for millions, but you probably want your own new one.
- **Hosting: \$100/month; \$50 – \$1,200/year** This depends on the type of hosting you choose (dedicated, shared, free).

Additional fees may be required for additions like SSL (Secure Socket Layer certificate) or static IP Address.

- **Custom Design/Information Architecture: \$2,500 – \$10,000+**This includes the visual design, UX design, imagery collection, and sitemap and page structure generation.

This is generally a part of a larger website development package.

- **Shopping Cart Integration & Programming: \$200 – \$15,000** What kind of functionality do you want in your website? Shopping carts, paid plugins, and custom feature development can cost extra, but the benefits of a fully customized and unique website can outweigh the costs.
- **Website Content Creation: \$50-\$200 per page, or hourly** You can write your website's content yourself, outsource it overseas for around \$1 per page, or use a content writing firm which will charge around \$100-\$200 per page. Just like a website design, you get what you pay for when it comes to content creation that will rank your site high in search engines and engage your audience.
- **Project Management & Information Gathering: \$600-\$3,000** We want to help you and your website succeed, and that means creating a line of communication

between you and your developers. This price includes initial consultations, phone calls, and any time that it takes to obtain the information we need to get your site going.

- **Testing & Training: \$600-\$4,800** While most websites are built on easy-to-use CMS' nowadays, not everyone knows how to get started with them. This price point includes the time spent training you how to use your new site, as well as ensuring that everything works properly and giving you the chance to make any necessary changes.
- **Website Managed Services: \$75-\$150+/month** Managed services can include blog writing, post-launch testing, and content maintenance. May also include marketing and advertising services including AdWords, Pay Per Click Marketing, Social Media Advertising and more

Pricing Breakdown

BASIC WEBSITE | FREE – \$50/MONTH+ OR \$2,000 – \$5,000

For Small Businesses and Individuals

For 2017, we're splitting this section out into 2 parts:

1. *DO IT YOURSELF: FREE – \$50/MONTH*

With advances in business models, content management systems, and software there are now (and really there have been) some amazing tools online some include Wix.com, SquareSpace.com among many. These tools are amazing. As a development agency it's sometimes scary to see how far things have come.

However, it's important to note – these tools are often complicated and our (general) audience is still not comfortable learning and using these tools. Similar to the above – these sites are highly configurable, but still require some coding, graphic design, and other knowledge to cull out of them a custom, attractive look. However, these are excellent resources and I'd recommend these services for any business looking to do it themselves.

2. *IF YOU HIRE A DEVELOPER: \$2,000 – \$5,000*

A basic designed website, acts primarily as an online brochure, establishing a necessary presence online to answer your customers' questions "do you exist?", "are you professional?" and "what do you do?" A basic website can be created in the \$2,000 – \$5,000 range. This website may or may not allow you to *interact* in a 2-way conversation with your audience (social networking, blog), transact business directly through your site (ecommerce), or enable you to manipulate and update the pages and content within your site without hiring a web programmer/designer to do it for you (Content Management System does enable this for more \$\$\$). This gets complicated to further elaborate on why this may or may not be included. For us, the complexities of using and designing around a content management system (or tool that allows you to update your own website) is usually a bit more time consuming than coding HTML from scratch – additionally there are a lot of

customer service, content, and small testing requirements that eat up time and budgets for all projects – but which make up a significant fraction of smaller projects.

A basic website will serve to help brand and market your company, showcase your products and services and inspire sales as a lead generating tool. The design of your website will, most likely, be templated at such low costs. This means that your site probably mirrors that of other sites on the web. With our firm, these sites will be responsive using the latest standards to allow your site to look the same on nearly every computer/device and will be Search Engine Optimized (SEO) for greater natural search engine ranking success.

But not all firms code the same and have search engine optimization or online marketing as a top priority. Also, web analytics are provided with every site we build to track and ensure your web success.

ADVANCED WEBSITE | \$7,500 – \$30,000

For Medium Sized Businesses

Previously our pricing was in the \$3,000- \$8,500 – for this line item (previously called Content Management System). We've since increased our pricing. We've gotten very good at tracking the total money needs of a project – throughout the lifetime of our relationship with clients. And this means we have to cover costs for phone calls, the sales process, meeting space, the actual work (OF COURSE!), and then after launch support.

Depending on the level of aesthetic design that is requested as well as additional features Content Management System (CMS) websites will run at an average around \$7,500. These websites are created with both functionality and design in mind, as you will receive both custom art design and the ability to manage and update all content, images, and text contained within the pages of your site (infinite number of pages possible). With a CMS capable website, your site will have endless possibilities. These websites are built with the idea that you will have a significant number of changes, additions or updates to be made to your site in the near future. Instead of

being charged hourly rates to make such changes, a CMS system enables you to do a majority of the basic additions without prior coding or web designing knowledge. Social interactivity with your site visitors is possible with a site of this caliber, as a BLOG will be present within your site enabling you to place posts of content that you believe is relevant and desired by your audience. Your audience can choose to respond to your blog posts and each others comments allowing for 2 dimensional interaction between you, your audience, and within your audience.

Some ecommerce and real state listing sites can be created within this price range depending upon level of functionality and design. Also, sites of this caliber have varying prices with regard to design elements. These sites do have custom design work, but more expensive elements like Flash Art creation will affect pricing. Again, with our firm, these sites will be CSS and XHTML Coded to allow your site to look the same on nearly every computer and will also be Search Engine Optimized (SEO) for greater natural search engine ranking success. But not all firms code the same and have SEO as a top priority. Also, web analytics are provided with every site we build to track and ensure your web success.

CUSTOM WEBSITE | \$15,000 – \$100,000+

For large Businesses or businesses that solely drive on the web

If you are looking for a larger site, with advanced functionality including but not limited to social networking, blogging, ecommerce, or any other web application topped off with great design and content that speaks to your audience you should expect to pay a bit more than the previous two sections. We'll detail out some specifics in our additional sections on Ecommerce & Custom Applications, but this section should serve as a decent place for larger businesses to start.

Like I said before, some ecommerce and web applications can be created for less, while most successful ventures are created for much more. There are countless sites that have fallen in this price range include Facebook.com, Orkut.com, and BestBuy.com to name only a few (all GREATLY exceeding 6-figures). A site within this price range may be built and hand coded from scratch – and in all cases will require extreme

customization – and coordinating various technologies in order to work with your company or infrastructure.

That means your site is unlike any other and requires the attention and expertise of an experienced web application developer(s) and web site designer(s). A site that falls into this category requires months of planning, research, consulting, database design and implementation, software development and integration, site quality assurance and testing.

I know what you are thinking, ‘*who knew it was so expensive?*’ And the only answer I can give is that web design and creation is like any other craft or trade and requires a high level of knowledge and expertise.

Why are websites in this range so expensive? Here’s a few factors to consider, and examples of scenarios we’ve been in throughout the years that change the cost of a website, even when functionality may not necessarily be beyond the ordinary:

- Tighter timelines
- More meetings
- More people (and approvals) involved
- More exacting content specifications
- More pages of content to port over or account for
- Additional security concerns
- Governmental or other requirements/regulations must be adhered to (for example 508 compliance is a beautiful and on some projects required element – accounting for this and testing for it takes extra time and money)

None of this is extreme or out-of-the-ordinary, but when needed or required, costs go up.

GOING BEYOND A WEBSITE

E-COMMERCE WEBSITES

For businesses that sell multiple products online

Over the years we've updated this page and our own pricing many times. We've decided to add two new sections, one for E-Commerce, and one specifically for customer web applications. E-Commerce Websites are those characterized by the ability to add products and transact business online – IE accept payment for products, and facility shipping, correspondence with purchasers, etc.

Similar to our above breakdown, E-Commerce sites, in and of themselves have many varying levels of pricing. For example the absolute simplest “e-commerce” site we come across, and one that actually accounts for most of the requests we get, is either a single paypal button – or the ability to accept payments/donations online (most often for a non-profit). Even with such a simple starting point, there's a lot of questions to address – what was the existing site built on? Do you already have an account with paypal? Do you want to keep people on your website as they make their purchase? And the list goes on. But, at it's absolute simplest (organization has a paypal account, and just needs a button added) this can generally be done in an hour or so and as such cost anywhere from \$50 – \$500 depending on the company setting things up or the relationship they have with their web development company.

However, when you start to add products, shipping, transnational email (thank you emails, etc.) things get a bit more complex.

If you're JUST starting out and are comfortable with blogging and setting things up – we highly recommend shopify for ecommerce. However, it's limitations, and your own limitations on management/setup might quickly be realized – and at that point you might want to go with a full service agency.

For our basic e-commerce websites, our own pricing starts at \$20,000 and quickly scales up from there. Here's why.

Generally most of our clients with e-commerce needs, also need guidance, education, and setup with the following:

- Server Setup
- SSL selection, purchase
- Merchant Account Setup
- Payment Processor Setup
- Shipping Setup – Including coordination/setup of accounts
- Transactional Email – What does each email your website send say “thank you for purchasing...”, “thank you for creating an account,” etc.

Basically an ecommerce site is like a normal website, on steroids, and most clients need a knowledgeable and reliable company to not just make the right decisions, but also to guide and hold their hand along the process.

CUSTOM APPLICATION | \$2,500 – \$10,000+ FOR PLANNING AND \$? FOR THE END PRICE

For businesses that need custom work

Going beyond a custom website, we have custom web applications. These are websites with entirely new functionality that might not yet be available, or is available, but needs updating, tweaking, etc.