

What is WordPress?

WordPress is a system for building websites of all kinds. It is perfectly suited for small to medium sized businesses and it gives the owner some control over the content of their website.

Thanks to it's user friendly interface and it's massive community of users, WordPress has become the most popular website management system in the world. Nearly one quarter of all the websites in the world are built on top of WordPress. It is a system that has been tried and tested by hundreds of millions of users.

How much is a WordPress website?

Setting up an effective WordPress website takes a lot of time and experience and the price will vary with each project depending on the pages and features required.

To give you an idea of how much you can expect your WordPress website to cost I have put together this pricing guide. An example price for a five page brochure website, which is suitable for most small to medium sized businesses, can be found below at point number four.

1. BLANK WORDPRESS SET UP

Base Price: **€150**

Includes:

- Shared hosting with Blacknight for 1 year (€60 per year afterwards)
- .com domain name for 1 year (€30 per year afterwards)
- Basic WordPress installation and configuration
- Premium WordPress Theme Installation (Divi or Enfold)

2. PAGE PRICING

- Base template design with home page: **€250**
- Contact page design and integration: **€100**
- Additional pages: **€75 per page** (Requires base template above) (Discounts can be given for websites with a large number of pages)

In general, a website will be comprised of a home page, a contact page and a page for each of the core services your business offers. This is a good approach to performing well on Google and other search engines.

3. OPTIONAL EXTRAS

- Additional Labour and Customisations (€40 per hour)
- .ie Domain Name (instead of .com) (€20 per year)
- Amazon Cloud Hosting (€90 extra to the Basics) (€150 per year) (€50 discount available on a 3 year contract)
- Logo Design (€40 per hour) (Quotes can be given based on concept)
- Stock Photography (€10 per image) (Some images can be more expensive)

4. EXAMPLE QUOTE FOR FIVE PAGE WEBSITE

+ €150 - Blank WordPress set up + domain & hosting for one year

+ €250 - Home page and base template design

+ €225 - 3 x additional pages

+ €100 - Contact page design and integration

+ €20 - .ie domain upgrade

= €745 TOTAL (FIRST YEAR'S FEES INCLUDED)

+ €110 ANNUAL RECURRING FEES (shared hosting + .ie domain name)

If you would like to discuss a new WordPress website then you can contact me at stuart@stuartcusack.ie or by visiting my website at <https://stuartcusack.ie>.