



SKEMATIC NYC, LLC

PRODUCTS AND SERVICES

Prepared by: Skematic NYC, LLC

What we Do!

As digital architects we will define the general scope and conceptual design of the project including scale and relationships between components of the digital solution. At the end of the Skematic design phase we will present something robust, functional and unique. Like the businesses they represent, websites are not all created equal. Websites serve various purposes, feature different technology and therefore they can vary greatly in cost as the level of design and functionality increases and becomes more complex to suit your company's needs.

At Skematic NYC our hourly rate is \$100 for Blueprint and Co Members.

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 clientele.

Skematic NYC is always up front about pricing. Before we get to the pricing, I want to ask you... **do you think you need a website?**

This is important... and let's just get this out of the way... you need a website. Period.

And not just any website, but a great website with a clear, crisp easy to navigate design, with superb usability and functionality. Furthermore, YOU need to be able to easily update that website. Your business can be broad or niche, it can be large or small, and despite what you may believe... you need a website!

Recently a local sneaker boutique spent nearly **a million dollars** renovating their retail space in order to attract new business. But an investment in a great website and internet marketing plan costs a tiny fraction and brought in MORE BUSINESS!

WEBSITE DESIGN COST

WHAT'S INCLUDED IN THE PRICE OF A WEBSITE?

As we mentioned before, Skematic NYC works at an **hourly rate of \$150**, and we create our website price estimates based on this number, as do many other web design companies out there. This hourly rate can vary from \$50 to \$200 per hour, and all depends on the experience and quality that each company delivers with each hour spent on your project. Web design costs will usually be determined based on the estimated number of hours that will be spent on your site's design, development, and maintenance. For this reason, it is important to have a good idea of the features that you would like for your site to include and where you will be obtaining your site's content before getting a website cost estimate.

At Skematic NYC, we work under the assumption that websites will be made responsively, that is they will look great on all screen sizes and devices, and that sites will be built using a CMS, or content management system. Because Google punishes rankings for non-mobile-friendly sites, a business can no longer afford to have a website that is not responsive. Content management systems ensure that you will be able to make changes to your website after it is built with relative ease.

While the price of a website will vary depending on your individual needs, here is a breakdown of the general costs incurred by a website:

WHAT DOES A WEBSITE COST?

- **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: Starting at \$100/month.** This depends on the type of hosting you choose (dedicated, shared, free).
- **CDN DevOps: Starting at \$200/month.** 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.
- **Shopify Experience: \$2,500 – \$25,000.** What do you need help with in your Shopify website?
 - Store Setup - Shipping, payments and products setup
 - Store Design - Update a theme or get a custom design
 - App Development - Customize store features for your business
 - Marketing - Build brand awareness and boost sales
 - Photography - Get professionally-shot photos

- **Website Performance Optimization: FREE Evaluation, Starting at \$1000.**
Website performance optimization is always something that should be top priority, especially when there is so much online competition. Well performing websites enjoy higher visitor engagement, retention and conversion. We will help you to make your existing website run faster by optimizing images, resources and assets in general. A detailed optimization report will be provided after the **FREE** Evaluation.
- **Custom Integrations: \$200 – \$15,000.** What kind of functionality do you need help with in your website? Shopping carts, social media feeds, forms, link tracking, light-box galleries, micro interactions analytics, strategy services, newsletters, email capturing, other plugins or extensions, and custom feature development is available.
- **Site Migrations: \$2500 - \$25,000.** As all sites are not created equally we can migrate any and all ‘types’ of websites from one platform to another. Like Magento/Big Cartel to Shopify, SquareSpace to Wordpress for example.
- **Website Content Creation: \$150-\$250 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 \$150-\$250 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: Starting at \$400/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.

INDIVIDUALS' WEBSITE

FREE – \$500/MONTH

For Individuals

DO IT YOURSELF: FREE – \$500/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 SquareSpace.com, Shopify.com among many. These tools are amazing. Yet they 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.

Basic WEBSITE \$3,500 - \$5,000

Small Businesses

A basic website site 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 us, 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. Also, web analytics are provided with every site we build to track and ensure your web success.

ADVANCED WEBSITE | \$5,000 – \$30,000

For Small/Medium Sized Businesses

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 on going website maintenance/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.

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

For Large/Enterprise 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, e-commerce, 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 E-commerce & Custom Applications, but this section should serve as a decent place for larger businesses to start.

Like I said before, some e-commerce 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 Maple.com, Blueapron.com, and Wallstreetjournal.com to name only a few. 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.

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.

THANK YOU!