

The Real Costs of Running a Business Website

Presenting the real-world expenses of operating your business website.

Description	Price	How Often?	Examples (who/what company)	Remarks
Hosting				
"Free" Hosting	\$0 and up	Monthly/Yearly	Wix, Squarespace, CityMax, WordPress.com, Tumblr.com	\$0 is <u>only</u> the basics - using your own domain and other services always costs extra
Budget Shared Hosting	\$3-\$15	Monthly	Lowest plans of major companies like Hostgator and GoDaddy	Your site may be slow. Technical support is usually hit or miss. Your website's operation is totally up to you.
Premium Shared Hosting	\$15-\$50	Monthly	Siteground, Bluehost, MediaTemple, major company's premium plans	Your site will have good speed. Technical support is adequate. You must still solve your own site issues.
Managed Hosting	\$30-100	Monthly	WpEngine.com, WpCloud.ca, RainmakerPlatform.com	Sites have good speed. Restrictions on plugins. The web host controls exactly how you maintain and work with your site.
Virtual Private Server (VPS)	\$20-\$150	Monthly	Ovh.com, DigitalOcean.com, Linode.com	Excellent speed, ultimate flexibility. You must have access to superb technical skills.
Dedicated Server	\$60-\$300+	Monthly	Ovh.com, RackSpace.com	Best possible speed. You must have access to superb technical skills.
Domain Registration	\$10-30	Yearly	Godaddy.com, Name.com, NetworkSolutions.com, Register.com	Yearly renewal is essential in order to preserve your search engine position as well as your site's existence
Site Maintenance, Ongoing	\$30-\$175/hr or by contract	Monthly (recommended)	See article	Creating and storing website and data backups. Periodic updates of plugins and software. Checking functions such as contact forms. Traffic reports.
Site Maintenance, Catastrophic	\$30-\$175/hr or by contract	As Necessary	See article	Response to hacking attempts, security breaches, site defacement, or major technical issues as they arise.
One-Off Technical Services	\$30-\$175/hr or by contract	As Necessary	See article	Driven by your business's needs. Examples: moving site to new hosting, custom integration of outside services, payment processing issues.

See the article that explains this graphic: "The Real Costs of Running a Business Website" at: <http://littlemiamiweb.com/real-costs-websites>

How to understand this graphic: to operate a business website, you **will** need to pay for the following. **Any one** of the **blue** highlighted services. A **yellow** highlighted service. And finally, unless you have great technical skills or you have a friend who does, you **will** eventually need **each** of the **green** highlighted services during the life of the website.

Little Miami Web Works



<http://littlemiamiweb.com>

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