MOSEBURY MEDIA

How much does a professional website cost?

Website quotes vary widely. This guide explains what you are paying for and how to compare one quote with another.

Typical UK prices

Independent pricing research published by Whito reports that most UK small businesses pay between about £3,000 and £6,000 for a professionally built website. Larger sites with many service pages, booking systems or patient portals cost more.

What changes the price

- The number of pages. A clinic with thirty treatments needs thirty good pages.
- Who writes the content. Specialist medical or legal writing takes time.
- Features such as online booking, payments, secure forms and chat.
- Design. A custom design costs more than an adapted template.
- Compliance work, such as regulator requirements and accessibility.

Ongoing costs

Every website has running costs after launch. Expect to pay for the domain, hosting, security updates, backups and changes. Ask whether these are included, and who owns the domain and the content.

Questions to ask before you sign

- Will I own the domain, design and content?
- Who writes the pages, and who checks them?
- Is search engine optimisation included in the build?
- What happens if I want to leave?
- What does the monthly fee cover?

We answer each of these in writing in every quote.

Checklist

- ☐ I know who will own the domain, design and content
- ☐ I know who writes and checks the pages
- ☐ SEO is included in the build
- ☐ I know what the monthly fee covers
- ☐ I know what happens if I leave

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