



TYPES OF WEBSITE CREATION SERVICES

| | WEB BUILDER SERVICES | INDUSTRY SPECIFIC WEB DESIGN FIRM |  PROFESSIONAL WORDPRESS WEB DESIGNER | GROUND UP DEVELOPMENT |
|---------------------------------|---|---|--|---|
| PRICE | \$XX or less / month | \$XX to \$XXX / month | \$XXXX / one time | \$XX,XXX - \$XXX,XXX |
| LIFETIME PRICE (3 YRS) | \$XXX - \$XXXX includes hosting | \$X,XXX to \$XX,XXX includes hosting | same as above without hosting | same as above without hosting |
| OPPORTUNITY COST | Work time + lost potential sales (from poor sales funnel and unprofessional design) | Lost potential sales from looking like everyone else | none | none |
| SERVICES | Hosting + DIY Web Design using templates | Hosting + Web Design using similar formats as others in same industry + some Marketing Services included (from “canned” not individualized content) | Custom Web Design (other services like hosting and marketing can be added depending on the web designer) | Custom Web Design (other services like hosting and marketing can be added depending on who is doing the work) |
| TIMELINE TO COMPLETION | As fast as the DIYer can build it | weeks | 6 weeks to 3 months | 3 months plus |
| DESIGN | Non professional - looks like a template | Professional but cookie cutter - can look similar to others in same industry | Professional / Unique to the business | Professional / Unique to the business |
| FEATURES / FUNCTIONALITY | Limited | Limited | Unlimited | Unlimited |
| SEO | Poor (limited SEO tools) | Poor to OK | Best | Best |
| GOOD FOR | Hobbist, Bloggers, New businesses, Unproven concept, Small Non-profits | Small to medium businesses who just need a web presence without needing to stand out. | Small to medium businesses, Anyone wanting to stand out in their field, Businesses in competitive industries (especially local), High transaction value businesses | Large businesses with unique needs. Ex: AMAZON, banks etc.. |
| INTANGIBLES | Support - long wait times, impersonal service, no marketing guidance, no content guidance | less personal service, ticketing system, guidance comes from pre-existing formulas - not individualized | responsive to clients, personal service, excellent communication, individualized marketing / content guidance | responsive to clients, personal service, excellent communication, individualized marketing / content guidance |
| WHO OWNS SITE | the service | the design firm | the business owner | the business owner |
| RESULTS | | | MOST CUSTOMIZED / UNIQUE / AFFORDABLE | |

***Please note an average is assumed across services for this comparison. Individual services will vary.

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