



Price Estimate Chart

In 2008 I changed my prices to reflect hourly rates instead of flat fees, so that I can give clients a better cost-estimate at the start of the project. Below is a hypothetical invoice to give an example of what a project of its size and scope may cost:

Project Name: Joe's House of Noodles Restaurant Website
Project Description: Static 5-10 page business site including:

- Design mocks (drafts of restaurant site design including edits and revisions)
- Graphics creation (buttons, layout graphics designed from scratch)
- Content integration (pages):
(Map, Menu, About, History, Contact, Web Store, News & Announcements)
- Photography enhancements (stock, independent, and/or royalty-free or CC-licensed)
- Standards-compliant HTML coding
- Standards-compliant CSS coding
- CMS integration
(including modifications to domain on host servers needed for installation)
- Logo Design (branding for restaurant)

Name & Description	Price / Unit	Estimated Quantity	Estimated Subtotal
Design Mocks .psd or .jpg file representing a design draft for site	\$25.00 / Hour	8	\$200.00
Initial Design Implementation Graphics creation (10 hours) Code html + css (14) CMS installation & integration (4) Content into pages (6)	\$25.00 / Hour	38	\$950.00
Logo Design . Graphic design for business branding (vector art logo)	\$25.00 / Hour	15	\$375.00

Project Total:

\$1,525.00

★ Some of the best ways to keep the project costs down are to settle any hosting issues or problems for your domain before starting or at the outset of the project, save editing time by providing good, meaningful content (text for your pages) and to cut down on excessive design mock changes. These are small things that will save you some money (and me time) in the long run.