

The Cost of Owning a Website (Before You Even Start Building It)

If you are unsure about what a domain is or a host and why you need both, or don't understand why it costs so much to quote a brand new website install, here is a breakdown of what it costs to own a website.

Domain Name (www.youraddress.com)

The domain is the www.youraddress.com. It is always best that you own this address yourself vs. hiring someone to purchase it for you. You can't own a website without an address so this is your first fixed cost.




Hosting (where the site files are stored)

The web host is where the files for your website will be stored. Often you can purchase a web host package where you register your site's domain name. Check if their packages include extras like regular site backups and SSL security certificates. Popular choices include: Siteground, GoDaddy and Bluehost.

Themes (your website's template)

Most sites today are built on a platform called wordpress. This is a content management software that you use to build pages, posts and other data behind your website. Wordpress as an application is free to install on your host's account, however the design and layout of your wordpress page is in the installation of the site's theme.

There are free themes available on Wordpress, however, most experts don't recommend them as they are not as secure as owning a theme. Often developers add themes to the free library to showcase their talents and if they stop updating those themes as Wordpress updates its software then you are going to run into problems with your site getting hacked or having errors.

 Domain	 Hosting	 Theme
\$15 /year	\$8-11 /month	\$60 /year
First year price will be reduced but a .com domain will set you back around \$15/year.	First year price will be reduced and packages depend on what is included in them.	Themes can be paid by annual subscription or lifetime payment. Choose a theme that is regularly updated.

\$200
/year



Extras
/as needed

SSL Security

Wordpress Plugins

Site Backup

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Plug-ins (some tools your site may need)

Plug-ins are programs that are installed into WordPress to add functionality to your site. Most plug-ins you will use at the start have free versions, however there are a few premium versions that you may want to consider from the start. Popular plug-ins that many site owners install include:

Jetpack: this WordPress plug-in adds many features in the free version from automated social sharing, site monitoring and other analytics. For a small yearly fee the plug-in also adds site backups, scheduled social sharing and other tools a comprehensive website or blog owner may find useful,

Yoast SEO: The free version is recommended for any site. Yoast measures the SEO quality of each page and post based on keywords you apply to it. A simple Green dot appears when the plug-in feels you have a good SEO quality page written. The premium version, allows you to monitor multiple keywords, adds auto-redirection capability and links to your Google Analytics tools.

AutoOptimize: The free version of this plug-in can be used to help your site run smoothly. Simply speaking it adds speed enhancing features and caching ability to minimize loading time of complex sites.

First Year Ownership and Renewal

(after 1-year expect the cost to go up)

Web hosts are famous for the bait and switch tactics when it comes to pricing. So analyze not only the cost of signing up but the renewal fees they will charge in the second year.



**BUDGET YOUR WEBSITE COSTS BASED ON
THE RENEWAL PRICE NOT THE FIRST YEAR PRICE!**