CHARGE

Website costs

Welcome to our brochure on website costs. Our goal is to provide potential clients with a clear and transparent overview of the various cost factors involved in creating and maintaining a successful website. It's important to realize that the costs for a website often vary depending on the complexity. Additionally, these costs typically include both monthly and one-time expenses. With the help of this brochure, we aim to give potential clients a deeper insight into the various possible costs associated with developing and maintaining a website.

At the bottom of this brochure, you can find a list of all possible essential costs.

Chapter 1: Domain names

A domain name is the web address of your website. It is the name by which people can find your website. In our case, this is "charge-marketing.com". The costs of domain names can vary significantly depending on various factors. Below, we delve deeper into the factors that influence domain name costs.

- **Domain extensions and price variations:** Domain name costs can vary, among other factors, based on the desired domain extension. The domain extension is the last part of your domain name (e.g., .com, .nl, .io). Each extension has its own price structure. Generally, popular extensions like .com and .nl are very affordable, while specialized extensions (e.g., .dj, .doctor, .ai) may incur higher annual costs. The annual costs for popular extensions are usually a few tens of euros. However, these costs can be significantly higher for specialized extensions.
- **Available domain names:** Selecting a domain name is a crucial strategic decision for your online presence. When choosing your brand name and/or domain name, the availability of a domain name is a crucial factor. Obtaining a domain name that is not yet registered usually does not result in additional costs. In such cases, only the annual domain extension costs need to be paid. However, acquiring a domain name that is already registered may result in significant purchase costs. In such

cases, the domain name needs to be bought from the current owner, who can determine the asking price.

Choosing the right domain name is a crucial strategic decision for your online presence. It is the first step toward building a recognizable brand and attracting online visitors. We are happy to advise you on choosing a domain name that perfectly aligns with your objectives.

Chapter 2: Hosting costs

Hosting is the process by which a website or web application is placed on a server, making it accessible via the internet. Hosting is like renting a piece of space on the internet where your website is stored and made accessible to visitors.

Hosting costs vary based on factors such as server performance, storage space, bandwidth, and the type of hosting (shared, VPS, dedicated). Hosting costs can range from a few tens of euros per month to several hundred euros per month for larger websites. For an average website, we offer hosting for approximately €15 per month.

Chapter 3: Development costs

Development costs are the expenses associated with the actual design and construction of your website. Development costs can vary significantly depending on the complexity of your project, the number of pages, and the required functionalities. Generally, these are one-time costs that typically range between €1500 and €15000 with us. For more information on development costs, we recommend visiting the following page: https://charge-marketing.com/services/website-development/.

Chapter 4: License costs

For many websites, especially e-commerce platforms, license costs may apply. This includes fees for the use of specific software or platforms, such as an e-commerce platform. The costs vary depending on the chosen platform and any add-ons or extensions. License costs generally amount to approximately €20 per month. However, these costs can increase significantly if specific or complex functionalities are required. Nevertheless, it is often advisable to utilize such licenses. Developing complex features from scratch can be time-consuming. By using licenses, we can provide our clients with pre-developed software solutions that can often be implemented relatively quickly. This

shortens the development time and allows for significant savings on development costs. Additionally, such software solutions often have a proven track record, minimizing the risk of issues.

Chapter 5: Maintenance costs

A website requires regular maintenance to sustain performance and security. Maintenance costs can vary, but it is advisable to allocate a monthly budget for these essential tasks to ensure the reliability of your website. Investing in maintenance is key to preserving the performance, security, and integrity of your digital presence. Maintenance costs generally include:

- **Updates:** Various types of updates are necessary to maintain the performance, stability, and security of your website. Typically, different types of updates need to be performed, including Content Management System (CMS) updates, theme updates, and plugin updates.
- **Backups:** Unforeseen events can always occur, from technical malfunctions to human errors. Therefore, backups and recovery plans are crucial.

Maintenance costs can vary depending on the complexity of the website. Typically, we allocate 0.5 hours per month for maintenance, amounting to €65 per month.

Chapter 6: Summary

- **Domain name costs (essential):** Monthly ~€2-3 (depending on the desired domain extension)
- **Hosting costs (essential):** Monthly ~€15 (may increase for larger or busier websites)
- **Development costs (essential):** One-time ~€1500 – €15000 (depending on complexity and functionalities)
- **License costs (often essential):** Monthly ~€20 – €60 (Depending on required licenses)
- **Maintenance costs (often essential or highly recommended):** Monthly ~€65 / 0.5 hours per month (may increase for larger or busier websites)

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