



Web Design Beginner's Pricing Guide

It can be challenging to suggest pricing for website design and development, as the amount of services can vary. Some people base designs off of templates, some design from scratch. The amount of copy per page can vary, affecting the amount of work required. Features vary tremendously.

These prices are intended as a starting point. As you grow in experience, if you are keeping up with your industry, you will get a feel for what is typical and how much you can increase your rates & when.

A note on experience: These rates are intended for people new to the field AND new to freelancing. If you are an experienced freelancer, and are now adding web design services, you will increase your rates significantly faster than someone new to freelancing. If you have experience in the industry, but not in freelancing, firstly, your rates will be on the higher end immediately. (We also highly suggest taking a business course before setting up as a freelancer!)

These are suggested prices. Where you & your clients are located may influence the going rates.

Beginner's Pricing Guide Suggestions For Your First 1 - 2 Years:

Annual salary for junior-level web designer, full time	\$40 - \$50k
Hourly rate -- freelancing	\$25 - \$40
Hourly rate -- subcontracting	\$20 - \$25
5-page website (first several sites)	\$1000
5-page website (still new, but have completed a few sites)	\$1500 - \$2000
E-commerce site (first 2)	\$1500 - \$2500
E-commerce sites (completed a few, but still new)	\$2000 - \$3000
Landing page	50 - 75% of your 5-page site fee