Logo
BRANDING
& WEBSITE
DESIGN

PRICING GUIDE

T&R Recordings

A Division of T&R Solutions

Just for reference - your typical small business website generally costs between $6,000-$10,000 per year for both design upkeep, website development & overall maintenance.

Can I get a custom site for less than $1,000?

Yes, but you probably won't like what you're getting. Around the lowest price you'll find for an entire custom website will be $500-$1,000, which will almost certainly come from overseas (very frequently from India and Pakistan). These websites are notorious for their low quality, and likely will do little to help your business succeed. Online marketing in the U.S. is an incredibly difficult discipline, even when your first language is English. Imagine how hard it can be with a language barrier! If you're looking to actually make money online, you'll need a higher quality site.

For a reasonably high-quality site from a U.S. firm, the minimum price is usually something like $6,000. With any e-commerce functionality, most firms charge at least $8,000.

What about just getting my current website redesigned?

The word 'redesign' in this industry is very vague and can mean many things. Overall, there is a certain point and fine line between a few edits (a redesign) and a complete makeover (new custom design). Our estimates are based upon our overall original assessments of your business. Once we gather more information, we will then assess whether your current website is a new custom design or a basic redesign.

What if my designer wants an hourly rate?

International: $10-$40 an hour

Freelance: $30-$90 an hour

Professional: $50-$150 an hour

Pay-by-the-hour is not particularly uncommon with freelancers, but if you're working on a big project – beware! Your cost can quickly get out of hand if your designer hits a roadblock (or simply decides to exaggerate the number of hours he/she worked). Attempt to avoid an hourly rate if you can. Nearly all projects can be quantified with a flat rate to some extent. If not, make sure you have a bona fide contract in place that limits the number of hours you can be charged.

At T&R Solutions, we do not offer our services at an hourly rate. Estimates are offered in the form of agreed upon set monthly or annual payments. Contracts are signed by each of our clients ensuring that the work gets done for you and we get paid in a timely matter.

Contracts do not lock clients in permanently with us, in fact you can decide to not work with us at any time.

Contracts are signed to make sure that all work up to a certain point is completed and paid for as agreed.

LOGO PRICING

This service is perfect for you if you have an idea of what you want or are on a tight budget.

This service is perfect for you if you need a fully customized logo.

This service is perfect for you if you need a little more than a fully customized logo.

STARTUP LOGO DESIGN

$200

Project Timeline 1-2 weeks

Client questionnaire

Pinterest board collaboration

3 original logo concepts

2 revisions to one logo concept

Logo in black and white & in color

Delivery of all final print-ready files

CUSTOM LOGO DESIGN

$400

Project Timeline 2-3 weeks

Client questionnaire

Pinterest board collaboration

5 original logo concepts

Unlimited revisions

Logo in black and white & in color

Delivery of all final print-ready files

PLATINUM LOGO DESIGN

$500

Project Timeline 3-4 weeks

Client questionnaire

Pinterest board collaboration

5 original logo concepts

Unlimited revisions

Logo alternate

Business card design

Logo in black and white & in color

Delivery of all final print-ready files

BRANDING PRICING

STARTUP BRANDING KIT

$800

Project Timeline 4 weeks

Client questionnaire

Pinterest board collaboration

3 original logo concepts

Unlimited revisions to the logo concepts

Logo alternate

Corresponding pattern or background elements

Business card design

Profile image for social media platforms

Social media cover photos

Delivery of all files in popular file formats

CUSTOM BRANDING KIT

$1,200

Project Timeline 6 weeks

Client questionnaire

Pinterest board collaboration

5 original logo concepts

Unlimited revisions to the logo concepts

Logo alternate

Corresponding pattern or background elements

Official brand style guide

Business card design

Business stationery

Profile image for social media platforms

Social media cover photos

Delivery of all files in popular file formats

WEBSITE PRICING

WIX WEBSITE

$1,000

Project Timeline 4-6 weeks

Client questionnaire

Pinterest board collaboration

Website content organization

Template design concept

Responsive desktop & mobile design

Applied colors, fonts & photos

Branding, fonts, colors, logos, photos & content uploaded to site

Includes designing/building: Home Page & up to 5 additional pages

SEO optimized

Includes domain & hosting

SQUARESPACE WEBSITE

$2,500

Project Timeline 4-6 weeks

Client questionnaire

Pinterest board collaboration

Website content organization

Custom design concept

Responsive desktop & mobile design

Applied colors, fonts & photos

Branding, fonts, colors, logos, photos & content uploaded to site

Includes designing/building: Home Page & up to 5 additional pages

SEO optimized

Includes domain & hosting

SSL certificate included

WORDPRESS WEBSITE

$4,500

Project Timeline 6-8 weeks

Client questionnaire

Pinterest board collaboration

Website content organization

Custom design concept

Responsive desktop & mobile design

Applied colors, fonts & photos to customized WordPress theme

Branding, fonts, colors, logos, photos & content uploaded to site

Includes designing/building: Home Page & up to 5 additional pages

SEO optimized

Includes domain & hosting

SSL certificate included

À LA CARTE PRICING

BRANDING

Letterhead: $75

Business Cards: $100

Logo Redesign: $150

Social Media Setup: $200

Naming Your Business: $250

Tagline Creation: $250

Brand Style Guide: $500

NEED SOMETHING NOT ON THIS LIST?
JUST ASK!

DESIGN

Catalog: $100 per page

Brochure: $100 per page

Postcard/Flyer/Labels: $125

E-mail Newsletter: $150

Book Cover: $175

Publication Ad Design: $200

T-Shirt Design: $250

Additional Web Page: $300 per page

Mobile Application Design: $750

ONGOING DIGITAL MARKETING SERVICES

Website Development & Security Services:
$200-$2,000 per year

Social Media Design & Content Management (SMM):
$500-$2,500 per year

Website E-Commerce & Payment Processing Services:
$1,000-$10,000 per year

Search Engine Marketing (SEM) & Search Engine Optimization (SEO) Services:
$1,000-$10,000 per year

Business Stationary & Printing Services:
Contact Us For Custom Quote!

Audio, Photo, Video Production & Editing Services:
Contact Us For Custom Quote!

HOW MUCH DOES IT COST TO CREATE A WEBSITE?

1. THE GOLDEN RULES: WHAT YOU EXPECT FROM THE WEBSITE

BASIC WEBSITE LESS THAN $2,500

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A website costing you below $2500 will by all means have one person dedicated to both designing and developing. Strategic input or custom design aren't a part of such websites.

THE ONE STEP UP $2,500-4,500

$$$$$

This website, costing $2500-$4500, will be a bit higher version of the basic one where you can expect some strategic input, the information architecture and to an extent, social media marketing.

THE UPDATED VERSION $4,500-$7,500

$$$$$

From an aesthetic design to content management system, from search engine optimization to flexible web app, this version of the website gives you everything. The costing for it ranges from $4500-$7500.

THE CUSTOMIZED ONE $7,500+

$$$$$

This is the ideal one if you have a large website or you deal with e-commerce. It's not just customized but gives you the added benefit of social media marketing, blogging and a lot more.

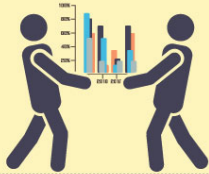## 2. THE TECH EXEC: BY THE NUMBERS

Considering the different components of website designing, you can for sure have an idea of the basic pricing you can be quoted with. Have a look:

- Domain Name: Registration of it can be $5-$15 per year
- SSL certificate: $100-$500 per year, Higher levels of trustworthiness comes with more of expensive certificates
- Hosting: $100-$500 per year
- Content Delivery Network: $100-$450 per year
- Development Tools/ Templates: $200-$500 per year
- Design: $500-$2000 per year, inclusive of graphic designing and page layout
- Development: $1000-$2500 per year, inclusive of coding, and scripting
- Maintenance: $1200-$2000 per year, depends fairly on how the site has been designed
- Payment Processing: $250-$500 per year

Employee Vs Contractor

Know the Difference

1099

Entitled To Benefits	No Benefits
Works For One Company At One Time	Can Work For Two Or More Companies At One Time
Provides Regular Services	Provides Contractual Services
Paid On A Regular Basis	Paid Once The Work Is Delivered
Fixed Working Hours, Location And Resources	No Fixed Working Hours, Location And Resources
Tax Deductions In The Monthly Pay	No Tax Deductions In The Monthly Pay