



Web Design Price List 2026

Typical price ranges by type of website. These are estimates to help you budget, not quotes. Real prices depend on your region, scope, and designer.

Type of website or service	Typical price	Typical timeline	Best for
DIY website builder (Wix, Squarespace)	\$0 to \$300 a year	Days to weeks, plus 20 to 60 hours of your time	Side projects and tight budgets
Landing page	\$300 to \$2,000	1 to 2 weeks	A campaign, event, or simple presence
Template-based small business site	\$500 to \$3,000	1 to 3 weeks	Most small businesses
Custom business website (8 to 12 pages)	\$3,000 to \$15,000	4 to 8 weeks	Competitive markets and special features
E-commerce store	\$5,000 to \$50,000+	6 to 10+ weeks	Selling products online
Custom web application	\$10,000+	8 to 16+ weeks	User accounts, databases, integrations
Website redesign	\$2,000 to \$8,000	3 to 8 weeks	Replacing an outdated site
Hosting, security and updates	\$20 to \$300 a month	Ongoing	Keeping any site running
Freelance web designer (hourly)	\$50 to \$150 an hour	Billed as worked	Edits and open-ended work
Agency (hourly)	\$100 to \$350+ an hour	Billed as worked	Teams, brand work, large projects

What moves the price

- **Number of pages:** more pages means more design, content, and testing.
- **Design:** custom layouts cost more than customized templates.
- **Features:** booking, e-commerce, and member areas add the most cost.
- **Content:** copywriting and photography are often billed separately.
- **Timeline:** rush projects often carry a 25 to 50 percent premium.

Get a quote that is easy to compare

- Write a short project brief first (free generator at webdesignassn.com/brief).
- Get 3 quotes and compare what is included, not only the total.
- Ask who owns the site and domain, and what hosting and updates cost after launch.

Last reviewed October 2026. Ranges are general estimates compiled for budgeting and vary by region, scope, and provider. This is not a quote or an offer. You are welcome to share this page with credit to The Web Design Association.