INFO-TYPERS · FREE GUIDE

how much does a website cost?

Which website do you need? The quiz and what really moves the price of a website

What moves the price of a website: the type of website, the content, what the website does and what you pay afterwards. With the quiz on paper, the list of pieces to get quotes and the checklist to compare quotes.

INTERACTIVE VERSION

typersagency.com/en/blog/which-website-do-you-need

TYPERS

THE IDEA IN ONE SENTENCE

The price of a website is below the water



What you see of a website is the tip: the design. What you pay for is underneath: how many pages it has, whether the text and photos have to be created, what the website does (forms, bookings, payments, two languages, tracking) and what you keep paying after launch: domain, hosting and maintenance. That's why two websites that look alike can cost very different amounts.

- First, the type: a landing page, a business website or an online store.
- Second, the content: do you already have text and photos? If they need to be created, you pay for that too.
- Third, what your website does: every feature is one more piece below the water.
- And what comes after: domain, hosting and maintenance aren't paid just once.
- Your task: take the quiz, leave with your list of pieces and request quotes that can be compared.

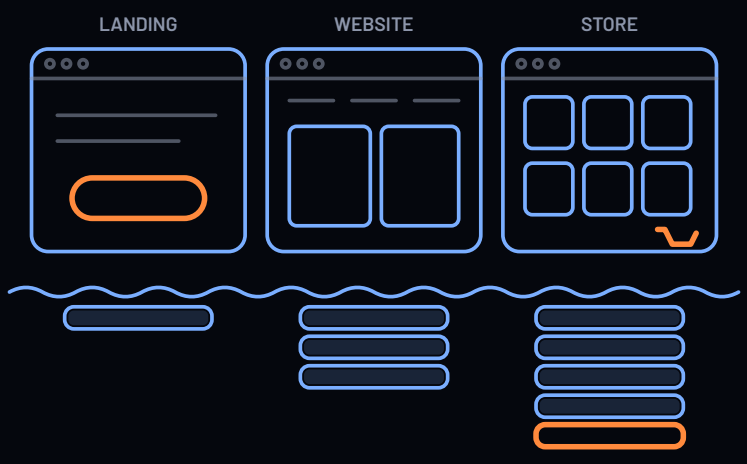
This guide has no prices. At Typers we don't have list prices: first we do a diagnosis, then a tailored proposal. What we do give you is what moves the price, so you can request quotes that can be compared.

The types of website come from how we build them at Typers (typersagency.com/en/web-and-apps). The domain, access and privacy points come from ICANN and from Google Analytics' Help and Terms of Service, consulted on November 19, 2026. The quiz, the lists and the advice are Typers' judgment. The drawings are ours.

STEP 1 OF 7

01

First, the type of website: landing page, business website or online store



More pieces, more below the water

- A landing page is a single page with a single job: getting people to message you, call you or ask for a quote. For ads, it's the one we recommend at Typers, because it doesn't split the click across a menu.
- A business website has several pages: services, about, contact and, if you want, a blog. It's your business's home online: it helps people find you on Google and helps anyone researching you take you seriously.
- An online store adds a catalog, a cart and payments. People choose, pay and you ship, without every order going through a conversation.
- Each type has more pieces than the one before. That's why it's the first thing that moves the price: one page isn't the same as ten, and ten pages aren't the same as a catalog with payments.

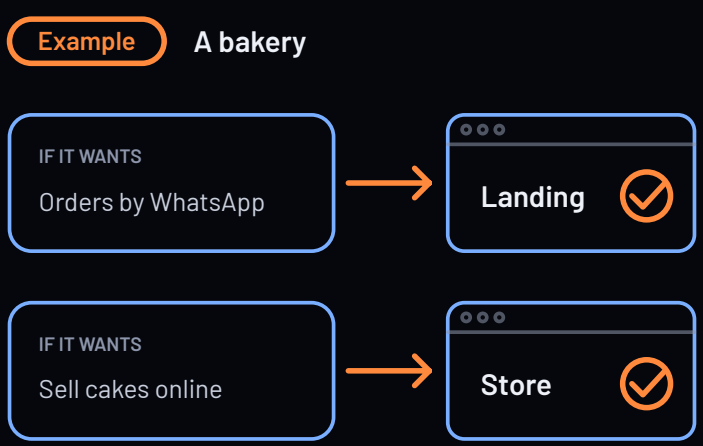
Heads up: There are other types (customer portals, internal dashboards, apps), but for most businesses the choice is between these three.

COMMON MISTAKE

Asking for "a website" without saying what type: every provider quotes something different and there's no way to compare.

02

How to choose: start with the job, not the design



The job picks the type, not the design

- Ask yourself what has to happen when someone lands on it: should they message you, get to know your business or buy? That answer picks the type.
- Example: a bakery that only wants orders through WhatsApp. A landing page with its products, its location and the WhatsApp button is enough.
- Example: the same bakery wants to sell cakes online and get paid on the website. Now it needs a store: catalog, cart and payments.
- If you'll bring people in with ads, think of one landing page per campaign. If you want to be found on Google without paying, think of a site with one page per service.
- Our advice: start with the simplest thing that does the job. A landing page that brings in orders can grow into a site later.

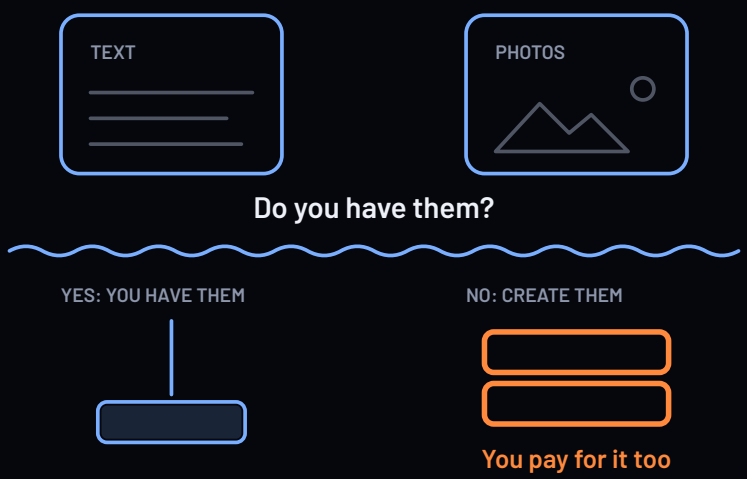
Heads up: The bakery is an example to explain the idea, not a real case.

COMMON MISTAKE

Asking for a store because it "looks more complete", when every order will keep coming in through WhatsApp.

03

Second, the content: do you already have text and photos?



- A website without text or photos is an empty mold. Someone has to write what you do, who it's for and why people should choose you, and someone has to provide the photos.
- If you provide them, you don't pay to create them, but ask whether they charge to adapt and upload them. If they need to be created, you pay for that too: writing, a photo shoot or stock images.
- In a store, the content includes adding every product with its photo, its description and its price. With lots of products, that's a big part of the work.
- If your website will be in two languages, someone has to translate it: ask who does it.

Heads up: Before you request a quote, take stock of what you already have: text, photos, logo and product list.

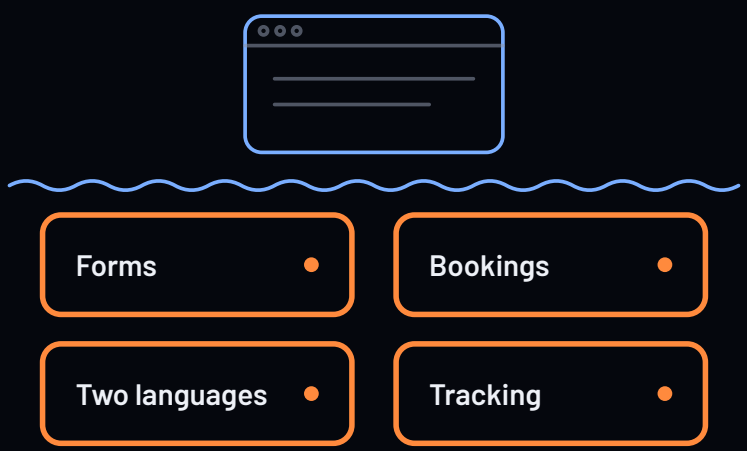
COMMON MISTAKE

Assuming "the agency writes the text" without the quote saying so, and finding out when the website is already built.

STEP 4 OF 7

04

Third, what your website does: every feature is one more piece



Every feature is one more piece

- Forms: for contact or quote requests, connected to your email or your CRM.
- Bookings or appointments: people pick the day and time, and you both get a notification.
- Two languages: every page exists twice, with its translation.
- Tracking: Google Analytics and conversion tracking for Google Ads and Meta, so you know where each lead comes from. If you run ads, it's what tells you which ad brought in whom.
- Payments, customer logins, connections to your inventory or your invoicing: each one is building and testing work.
- If a form or a booking collects personal information, plan for a privacy policy that explains what you do with it. If you use Google Analytics, its terms ask you to post one and to disclose that you use Analytics.

Heads up: This is what separates one quote from another the most: two websites that look the same can do very different things inside.

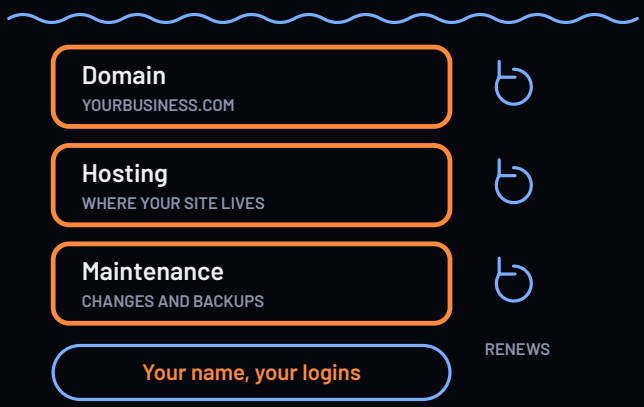
COMMON MISTAKE

Asking for "a simple website" and then adding bookings, payments and two languages: every feature changes the price and the delivery date.

STEP 5 OF 7

05

What comes after: domain, hosting and maintenance



- The domain is your address (yourbusiness.com). It's registered for a period of time and then renewed: ask who renews it and what happens if it expires.
- ICANN, the organization that coordinates domain names, says the person who registers a domain takes on sole responsibility for its registration and use, and must keep their contact information accurate and up to date. That's why the registrant should be you or your business, not your provider.
- Hosting is the place where your website lives. You pay for it as long as the website is online: ask how often, what it costs to renew and whose name it's in.
- Maintenance covers updates, backups and changes. Ask what it includes and what's billed separately.
- Access: ask for your website's logins and the Administrator role in Google Analytics. According to Google Analytics Help, that's the role that lets you add and remove users.

Heads up: At Typers, the domain and the website stay in your company's name (typersagency.com/en/web-and-apps).

COMMON MISTAKE

Comparing only the price of building the website and forgetting what you pay every year to keep it online.

THE QUIZ ON PAPER

Which website do you need?

Check one answer per question (in question 6, all that apply) and add up the points for each type.

1. What should your website do, first and foremost?

___ Get people to message me or ask for a quote (Landing +2)

___ Show my business and everything I do (Site +2)

___ Sell my products online

___ Let people book or schedule an appointment (Landing +1 · Site +1)

2. How many different things do you offer?

___ One thing, or one promotion (Landing +2)

___ Several services (Site +2)

___ A catalog of products (Site +1)

3. How do you want to receive orders or payments?

___ By phone or WhatsApp (Landing +1)

___ With a quote request form (Landing +1 · Site +1)

___ People pay right on the website

4. Where will people come from?

___ From ads on Google or Meta (Landing +2)

___ From Google, without paying for ads (Site +2)

___ From my social media or word of mouth (Landing +1 · Site +1)

5. Do you already have the text and photos?

___ Yes, they're ready

___ I have some, but they need work

___ No, they need to be created

6. What else does your website need to do?

___ Be in two languages

___ Have a blog or news (Site +1)

___ Take bookings or appointments

___ Track where each lead comes from

___ Let your customers log in with a username and password (Site +1)

HOW TO DECIDE

It's a store only if you checked "People pay right on the website" and you sell products (you checked "Sell my products online" or "A catalog of products"). Otherwise, the one with more points between landing page and site wins; on a tie, the landing page, the simplest. If you charge for a service without a catalog, add a payment processor.

Do it online: typersagency.com/en/blog/which-website-do-you-need#test

YOUR LIST FOR QUOTES

The pieces you'll ask for

Check the ones the quiz gave you and fill in the blanks. Send this same list to every provider.

YOUR WEBSITE

___ A landing page: one page with one job, built for phones first.

___ A business website: home, services, about and contact. Count how many pages you need: ____.

___ An online store: catalog, cart and payments, built for phones first.

___ The shipping, returns and exchanges pages, and the store's terms and conditions.

___ One page for each service. How many services: ____.

CONTENT

___ Adding the catalog: how many products, each with a photo, a description and a price: ____.

___ You provide the text and photos. Ask what format they need them in.

___ Editing and polishing the text you already have.

___ The missing photos: a photo shoot or stock images (ask which).

___ Writing all the text.

___ The photos: a photo shoot or stock images (ask which and how many).

WHAT IT DOES

___ A one-tap button to call you or message you on WhatsApp.

___ A contact or quote request form, connected to your email or your CRM.

___ Online payments through a payment processor (ask which one and whose account it is).

___ A booking or appointment system, with notifications for you and for the person booking.

___ A version in a second language. Who translates the text?

___ A blog or news section you can publish to yourself.

___ Tracking: Google Analytics and conversion tracking for Google Ads and Meta, so you know where each lead comes from.

___ Search basics: a title and a description on every page, and the sitemap.

___ Customer login with a username and password.

___ A privacy policy that explains what you do with the information your forms collect. If you use Google Analytics, its terms ask for one. Who writes it?

WHAT COMES AFTER

___ The domain, registered in your name or your business's name, and its renewal.

___ Hosting: where your website lives, how often you pay for it and whose name it's in.

___ Maintenance: updates, backups, and which changes are included and which aren't.

___ Access: at the end you get your website's logins and the Administrator role in Google Analytics.

Ask them to separate what you pay once from what you pay afterwards, and to give the total, saying whether taxes are included.

STEP 6 OF 7

06

How to request a quote you can compare



SAME LIST FOR EVERYONE

If it isn't written, ask first

- Send every provider the same list: the type of website, the pages, the content you have and what's missing, and the features. The quiz builds it for you.
- Ask for the quote to separate what you pay once (building the website) from what you pay afterwards (domain, hosting and maintenance).
- Ask for the total and whether taxes are included.
- Ask for the delivery date, how many rounds of changes are included and what they need from you to meet it.
- Ask what you get at the end: the website on your domain, the logins and the access.

Heads up: If a quote doesn't mention something on the list, ask before you compare prices: what isn't in writing is usually billed separately.

COMMON MISTAKE

Picking the cheapest quote without noticing it doesn't include the content, the tracking or the maintenance.

COMPARE QUOTES

What does each quote say?

Check what each one says in writing. If it isn't written, ask before you compare prices.

WHAT IT SHOULD SAY	A	B	C
What type of website it is and how many pages it includes.	☐	☐	☐
Who creates the text and photos, and how many.	☐	☐	☐
Which features it includes: forms, bookings, payments, languages.	☐	☐	☐
Whether it's built for phones first.	☐	☐	☐
Whether it includes tracking: Google Analytics and conversions.	☐	☐	☐
Whose name the domain and hosting are in.	☐	☐	☐
What it costs to renew the domain and hosting, and how often.	☐	☐	☐
What maintenance includes and what's billed separately.	☐	☐	☐
How many rounds of changes are included before launch.	☐	☐	☐
The delivery date and what they need from you.	☐	☐	☐
That you get the logins and the Administrator role at the end.	☐	☐	☐
The total, and whether taxes are included.	☐	☐	☐

Do it online: typersagency.com/en/blog/which-website-do-you-need#comparar

STEP 7 OF 7

07

The price isn't set by looks: it's set by what your website has to do



The price is below the water

- A pretty design that doesn't load fast, isn't tracked or doesn't show up on Google is an expense. Look first at what the website does, then at how it looks.
- Ask how it looks on a phone, especially if people will come from social media or ads.
- Ask how you'll know it's working: how many leads or sales it brings in and where they come from.
- Be wary of a website without a clear owner: if the accounts, the domain or the logins are in someone else's name, you're tied to them.

Heads up: Now you know: choose the type of website, count your content and add up what you pay afterwards.

COMMON MISTAKE

Choosing a website by a picture of the design instead of by what it has to do for your business.

LEARN MORE

So how much does it cost at Typers?

We don't have list prices: first we do a diagnosis, then we send you a tailored proposal, with everything on this guide's list broken out.

Get your free diagnosis. Tell us what you need and we'll tell you which website fits.

Already have a website and it's slow?

Test it in a minute with our guide How to read PageSpeed Insights.

How we do it at Typers

At Typers we build landing pages, business websites and online stores, ready for phones and with tracking connected from day one. We don't have list prices: in the free diagnosis we tell you which website you need and send you a tailored proposal. See how we work in Web and apps.

FAQ

Quick answers

How much does a website cost?

It depends on what it has to do: the type of website (landing page, site or store), whether the text and photos have to be created, the features (forms, bookings, payments, languages, tracking) and what you pay afterwards (domain, hosting and maintenance). That's why we don't give a number: take the quiz, build your list and request quotes you can compare.

Which is cheaper: a landing page or a site?

In general, a landing page has fewer pieces than a site, and a site fewer than a store. But a landing page with bookings, two languages and tracking can take more work than a simple site. Compare the pieces, not the name.

What do I keep paying after launch?

The domain and hosting are renewed, and maintenance can be monthly or per change. Ask for the quote to separate them from what you pay only once.

Whose name should the domain be in?

Yours or your business's. ICANN says the person who registers a domain takes on sole responsibility for its registration and use. At Typers, the domain and the website stay in your company's name.

Do I need a store to sell online?

If you sell products and want people to pay for them on your website, yes: catalog, cart and payments. If orders will come in by phone or WhatsApp, a landing page or a site with a catalog may be enough. And if you only charge for a service, a landing page or a site with a payment processor can do it, without a cart.

What should a website quote include?

The type of website and its pages, who creates the content, the features, the tracking, whose name the domain and hosting are in, what it costs to renew them, the maintenance, the rounds of changes, the delivery date, the access and the total, saying whether taxes are included.

GLOSSARY

The words you'll see

Landing page: A single page with a single job, for example getting people to message you. For ads, it's the one we recommend at Typers.

Business website: A website with several pages: services, about, contact and sometimes a blog.

Online store: A website with a catalog, a cart and payments, where people buy and pay.

Domain: Your website's address, like yourbusiness.com. It's registered for a period of time and renewed.

Registrant: The person or business that registers the domain and is responsible for it. It should be you.

Hosting: The service where your website lives so it stays online.

Maintenance: Updates, backups and changes after launch.

Payment processor: The service that takes card or other payments inside your store.

Tracking: Knowing how many people arrive, where from, and how many message you or buy. It's done with Google Analytics and conversion tracking for Google Ads and Meta.

Conversion: An action that matters to you, like a form sent, a tap on WhatsApp or a purchase.

Administrator role: In Google Analytics, the role that lets you add and remove users. Ask for it on your account.

Rounds of changes: The number of times you can ask for adjustments before the website goes live.

What this guide doesn't promise

- Prices: we don't give amounts or ranges. At Typers we don't have list prices, and we don't make up “market averages.”
- Third-party costs: what providers charge for the domain, hosting or payment processing varies. Ask for it in every quote.
- That the quiz decides for you: it gives you a recommendation and a list to get quotes. A diagnosis looks at your whole business.
- Legal advice: we mention what the Google Analytics terms ask for. Privacy rules depend on where you and your customers are; if you have questions, ask a lawyer.

SOURCES

Where each fact comes from

Everything that isn't Typers' judgment comes from these sources, consulted on November 19, 2026:

Typers · Web and apps: types of website and what each project includes
https://typersagency.com/en/web-and-apps

ICANN · Registrants' Benefits and Responsibilities
https://www.icann.org/resources/pages/benefits-2013-09-16-en

Google Analytics Help · Add, edit, and delete Analytics users and user groups
https://support.google.com/analytics/answer/9305788?hl=en

Google Analytics Terms of Service · section 7, Privacy
https://marketingplatform.google.com/about/analytics/terms/us/

The quiz, its points, the lists, the order of the steps and the advice are Typers' judgment. The bakery is an example.

KNOW WHICH WEBSITE YOU NEED?

We go over your list and send you a tailored proposal. Get your free diagnosis.

GET YOUR FREE DIAGNOSIS

More guides at typersagency.com/en/blog. Follow Info-Typers to learn more.