

Paying for the Web

Guidelines for hiring freelancers and contractors

Sample estimate for a web project, with hourly rates:

	Hours	\$30	\$50	\$75	\$100	\$150
Information Architecture	10	300	500	750	1000	1500
Content	20	600	1000	1500	2000	3000
Design	30	900	1500	2250	3000	4500
Development	30	900	1500	2250	3000	4500
Proofreading	4	120	200	300	400	600
Project Management	12	360	600	900	1200	1800
Totals	106	\$3,180	\$5,300	\$7,950	\$10,600	\$15,900

Other Expenses

Let your web people make recommendations, but here's what you can expect:

Web Hosting

Expect to pay \$5 - \$50/month, depending on the complexity of the site. Can be much more if it's a complex web application.

Domain Names

\$8-\$12 through GoDaddy.com or NetworkSolutions.com. Be careful not to buy all the upsells and extras along the way.

Stock Photography

iStockPhoto.com: \$1 - \$5 per image

Much more if you use mainstream services like GettyImages