



FREE GUIDE FOR UK SMALL BUSINESSES

What a Website Really Costs

The 2026 guide to website prices, hidden costs and the questions to ask before you sign

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Fixed prices, compared

Use it to compare quotes like for like, and avoid paying twice for the same website.

Why website quotes vary so much

Three quotes for “the same website” can range from a few hundred pounds to several thousand. Usually you’re being quoted from different tiers.

Roughly £69–£400

DIY builders and budget freelancers

Website builders and template-based freelancers. Fine for very simple needs, but monthly subscriptions add up, SEO control is limited, and support after launch can be patchy.

Roughly £1,500–£3,500

Specialist small-business studios

Custom or semi-custom design, mobile-friendly, secure, with on-page SEO and support included as standard. This is where most properly built small business websites sit.

£4,000 and up

Established agencies

A fuller discovery process, larger teams and long-term account management. Right for complex projects; rarely necessary for a straightforward small business site.

Typical UK ranges in 2026, for guidance only. Many agencies don’t publish prices, so you often only find out which tier you’re in after a sales call.

Eight things that drive the price

Use this table to compare quotes like for like. If a quote is much cheaper, it's usually leaving one of these out.

Cost driver	What it means	Ask the supplier
Design approach	Template, customised template or fully bespoke.	Will my site look like anyone else's?
Number of pages	More pages means more design, content and SEO work.	Exactly which pages are included?
Copywriting	Writing that sells is a skill, and often an extra.	Who writes the words, and is it included?
Lead capture and CRM	Forms that feed a CRM, auto-replies, tracking.	Where do enquiries go after someone fills in the form?
SEO and AI search	Page structure, metadata, speed, business details.	What SEO is included at launch, specifically?
Features and integrations	Bookings, payments, accounts software, ecommerce.	Which integrations are included in the price?
Photos and branding	Logo, brand identity and photography.	Do I need to supply these, or can you?
Support after launch	Fixes, updates, security and changes.	What does support cost, and what's covered?

The cheapest quote isn't always the cheapest website. A build with no SEO, no lead capture and no support often costs more in its first year, once you've paid to fix what's missing.

Your three-year cost worksheet

The headline price is only part of the cost. Fill this in for each quote you're comparing. Monthly costs $\times 36$ gives you the three-year figure.

Cost	What to include	Quote A	Quote B
Build	The one-off design and build price, plus VAT if charged		
Platform	Website builder or licence subscriptions, apps and plugins		
Hosting	Monthly or yearly hosting fees		
Domain and email	Domain renewal and business email for your team		
Support	Care plan or pay-as-you-go updates and fixes		
Extras	Copywriting, photos, CRM set-up, SEO not in the build		
Rework	Likely cost to fix or rebuild within three years		
Three-year total			

DON'T FORGET VAT

Check whether each quote includes VAT. If you're not VAT registered, 20% on top is a real cost. Webxxs isn't VAT registered, so no VAT is added to our prices.

15 questions to ask any web designer

Tick them off as you go. A good supplier will answer every one clearly and in writing.

- ☐ Will I own the website, and when does ownership pass to me?
- ☐ Is the domain registered in my business's name, with me as the owner?
- ☐ Will I get owner-level access to every account you set up?
- ☐ Is the design bespoke, or based on a template or theme?
- ☐ Which pages, features and integrations are included, in writing?
- ☐ Who writes the content, and how many rounds of changes do I get?
- ☐ What SEO is done before launch?
- ☐ Where will enquiries go, and will they be tracked?
- ☐ How long will it take, and what do you need from me, and when?
- ☐ Is VAT included or added on top?
- ☐ What does support cost after launch, and what's covered?
- ☐ Is there a minimum term or lock-in for hosting or support?
- ☐ What happens if I want to move to another provider?
- ☐ Can I see results from similar businesses?
- ☐ Who will I actually be dealing with day to day?

A REAL EXAMPLE

One of our clients, a Mansfield gym, found its previous provider demanding excessive fees just to renew the business's own domain. Questions 1 to 3 would have prevented it.

Red flags, and what a good quote includes

Red flags

- ✗ No written list of what's included
- ✗ The domain or accounts registered in the supplier's name
- ✗ Ongoing fees just to keep using your own website
- ✗ SEO "available later" at extra cost
- ✗ No examples or results you can check
- ✗ Pressure to sign before you've seen terms

A good quote includes

- ✓ A fixed price and what it covers, in writing
- ✓ A free SSL certificate and a mobile-friendly design
- ✓ On-page SEO built in from launch
- ✓ Fast loading pages
- ✓ Clear terms on ownership and access
- ✓ Honest costs for hosting and support after launch

Don't forget what the website is for

A website's job is to bring in enquiries. Before you compare prices, ask each supplier how their website will turn visitors into enquiries, and how you'll know it's working. If they can only talk about design, keep looking.

ALREADY HAVE A WEBSITE?

Before you spend on a new one, find out what's actually wrong with the one you've got. Our free **Website Lead-Leak Check** tests your site the way a customer would and shows you where enquiries are slipping away.

Fixed prices, published openly

Every Webxxs website is 100% bespoke and hand-coded, with no templates or page builders. You own it once it's paid for, and you deal directly with the founders.

Package	Best for	Price
Website Starter Package	A credible 3–5 page website for start-ups and local businesses. Live in 2–3 weeks.	£1,495
Website Growth Plan	A conversion-focused website with HubSpot CRM built in, so every enquiry is captured and followed up. Live in 3–5 weeks.	£3,495
Website Performance Package	Full HubSpot integration, automation, attribution reporting and team training. Live in 6–8 weeks.	£7,500
Website Redesign	Rebuild an existing site, protecting your SEO.	Most £2,500–£12,000

After launch: hosting from £8 a month with Webxxs Hosts, and optional care plans from £249 a month. No VAT is added to any Webxxs price.

CrossFit 17, Mansfield

After a difficult handover from a previous provider, we recovered their email, rebuilt the website with a clean handover so they own everything, and took on their SEO and AEO.

+76%

site sessions in 30 days

+107%

unique visitors in the same 30 days



YOUR NEXT STEP

Get a free Website Lead-Leak Check

Before you spend on a new website, find out where your current one is losing enquiries.

- ✓ Your site tested on a phone and a computer, the way a customer would
- ✓ Forms, speed, calls to action, trust and Google checked
- ✓ Your five most valuable fixes, ranked by impact
- ✓ Free, with no obligation and no hard sell



Scan to request it, or visit

webxxs.com/website-lead-leak-check

Rather talk it through? **Book a free 30-minute Growth Audit**,
call **+44 115 647 3819** or email **contact@webxxs.com**

Ready to compare? **See every Webxxs price** or **take the 2-minute package quiz**.