Meet John:

He Searches...



The Prospect

*John is in the market for website design



He Heads To Google

*He Googles the average cost of a website to make sure he's not taken advantage of.

olog > how-much-does-a...

a Website Design or Redesign C

yourself is the cheapest option. The **cost** can range a simple custom **website design** ...

gital.com > what-is-the-average-cost-of...

Average Cost of Website Design for Small .. _____

The **cost** for a self-service website may range anywhere from f le, the **average cost** of professional **website design** ...

inker.com > website-cost

Website Cost (2022 Update) - Mar

nt, experienced web **designers** that did li

He Clicks A Result

*He combs through the search results and clicks a link.

He Considers...



- : What will your website redesign cost?
- Designing a website yourself is the cheapest option. The cost can range anywhere from \$100 to \$3,000 or more.
- custom website design from an agency can range from \$15,000 to \$30,000.
- Bigger and more complicated websites will cost between \$40,000 to \$75,000 or more

he most important sales and marketing tool you have. It's t'
und marketing strategy and it's the No. 1 thing your pre

He Lands On Your Website

*He reads through your blog post on "Average Website Design Cost In 2022".



*He decides you're the only company he trusts since you wrote an entire article on the topic.

He Buys. Hurray!



He Becomes A Paying Customer!

*He trusts, knows, and likes you after the phone call. He puts a deposit down for a \$2,000 website design.