BUDGET & PLANNING

What a small business website costs in the Central Valley

Understand what drives the price and compare proposals on the same scope.

FOR SMALL BUSINESS OWNERS

PLAN THE WORK

Budget around the job the site must do

A one-page site can explain the business, show hours, and route inquiries. A multi-page service site can give each core service its own search landing page. Booking, online sales, memberships, and custom integrations add work because they introduce more customer journeys, setup, and testing.

Use local quotes as reference points

One provider advertising to Modesto businesses, Verlua, lists a one-time website build at $2,500–$5,000. Valley Found's Modesto pricing guide describes basic templated sites at a few hundred dollars. These published examples reflect different scopes. Use them to frame a conversation about deliverables, and ask providers for current written quotes. Neither example represents a Gyde quote or a regional average.

Ask what the build fee buys

Confirm page count, custom design, copywriting, photography, accessibility checks, search setup, redirect work, analytics, revisions, and launch support. A proposal should explain what you supply and how changes to scope affect cost or timing.

PUT IT INTO PRACTICE

Compare the first full year

Add the project fee, twelve months of recurring services, annual renewals, and expected extras. Check whether hosting and maintenance are bundled before adding them. For stores, budget separately for payment fees and apps. Ask who controls your domain and whether you can export content if you switch providers.

Decide what can wait

Prioritize the features that support the next customer action. A local contractor may start with service pages, photos, and a quote form. A customer portal can wait until there is a clear use case and someone to manage it.

WORKED EXAMPLE

Illustrative budget for an Oakdale contractor

A $3,000 build, a $75 monthly care plan that includes hosting, a $25 annual domain renewal, and $400 for photography add up to $4,325 in year one before taxes. These are example inputs for the exercise. Confirm what renews, who invoices it, and what it costs to leave.

PRINTABLE WORKSHEET

Your next steps

Assign each task and check it off when you verify it.

- [ ] **Define the primary goal**
  Choose the action your customers should take.
  OWNER / DUE _____

- [ ] **Write the launch scope**
  List pages, content, features, and what you will provide.
  OWNER / DUE _____

- [ ] **Compare matching quotes**
  Ask each provider to price the same scope and exclusions.
  OWNER / DUE _____

- [ ] **Calculate year-one cost**
  Add build, monthly fees, renewals, and expected extras.
  OWNER / DUE _____

- [ ] **Confirm ownership and exit**
  Check domain control, licenses, exports, and renewal terms.
  OWNER / DUE _____

FIRST ACTION _____

Verlua · Published Modesto build pricing

Valley Found · Modesto website cost guide