What a good website costs in Australia in 2027

Honest price bands, what you get at each, what pushes a quote up, and how to spot a cheap quote that will cost you more. A weekend read before you ask anyone for a price.

> **Where these numbers come from.** These bands are JOGO's view of the Australian small business market, based on the quotes we see and the sites we're asked to fix. They are not a survey. Prices are for a brochure-style site for a service business, in Australian dollars, plus GST. Your quotes will differ; use the bands to know which conversation you're having.

The five price bands

Band	Typical price	What you usually get	What you usually don't
DIY builder Wix, Squarespace, Shopify, WordPress.com	$0 to $50 a month, plus your weekends	A template, hosting, SSL, drag-and-drop editing. Fine for a sole trader testing an idea or a business with no budget yet.	Anyone writing the words, choosing the photos or thinking about what the page is for. Most DIY sites say "Welcome" and never get finished.
Freelancer	$1,500 to $4,000	A WordPress or builder site, 5 to 8 pages, usually a purchased theme, your copy pasted in, a contact form, basic mobile check.	Copywriting, SEO setup, speed work, training, anyone to call in six months. Quality varies more here than anywhere else.
Small agency JOGO sits here	$4,000 to $12,000	Planning call, sitemap, copywriting or copy editing, custom design on WordPress, mobile first, basic SEO and analytics set up, training, a support option after launch.	Custom software, large content libraries, professional photography (quoted separately), big e-commerce catalogues.
Larger agency	$15,000 and up, often $25,000 to $60,000	Strategy workshops, brand work, user research, custom design systems, account management, integrations, staged launches.	Much that a 10-page service business site needs. You're paying for process and headcount, which matters at 100 pages and not at 8.
E-commerce	$6,000 to $30,000+	Shopify or WooCommerce, product templates, payments, shipping rules, tax, email receipts, basic product import.	Product photography, writing 200 descriptions, ongoing marketing. The build is the cheap part of an online shop.

Why the gaps are so wide: a website is mostly labour. A $2,000 site has maybe 15 hours in it. A $6,000 site has 50 to 70. The hours go into words, structure and testing, which is what makes the site produce enquiries.

Ongoing costs: what the site costs to keep

The build is a one-off. These continue every year, and a good quote names them up front.

Item	Typical cost	Notes
Domain name	$15 to $40 a year for a .com.au	Register it in your own name and keep the login. Never let a developer own your domain.
Hosting	$150 to $1,200 a year	Cheap shared hosting is slow and overseas. For reference, JOGO's Singapore hosting is $275 + GST a year; Australian high-speed is $100 + GST a month.
Support and maintenance	$0 to $350 a month	Updates, backups, security, small changes, someone to call. JOGO's plans are $250 to $275 + GST a month, hosting included. "Zero" means you're the IT department.
Business email	$10 to $20 per user a month	Google Workspace or Microsoft 365. Don't use the free email bundled with hosting.
Plugin and theme licences	$0 to $400 a year	Forms, booking, SEO and page builder plugins often renew annually. Ask who pays.
Booking or CRM software	$0 to $150 a month	Halaxy, Cliniko, ServiceM8, Tradify. Not a website cost, but usually decided at the same time.

Six things that push a quote up

1. **Number of pages.**
   Each page needs words, a layout and a reason to exist. 8 is normal for a service business; 20 roughly doubles the writing, not just the building.

2. **Copywriting.**
   Someone has to write it. If it's you, expect the project to stall for two months. Professional copy adds $800 to $3,000 and is the best money in the project.

3. **Photography.**
   A half-day shoot is usually $600 to $1,500. Stock images are cheap and look like it. Real photos of real people lift enquiries more than any design choice.

4. **Integrations.**
   Booking systems (Halaxy, Cliniko, ServiceM8), CRMs, payments, Google Ads and GA4 conversion tracking, review feeds. Each is a few hours of setup and testing: $300 to $1,500.

5. **E-commerce.**
   Products, variants, shipping zones, GST, payment, stock. Even a 20-product shop adds $2,000 to $5,000.

6. **Migrations.**
   Moving an old site's pages, posts and rankings across. Redirects done badly lose the Google traffic you spent years earning. $500 to $2,500 depending on size.

Red flags in cheap quotes

- [ ] **They own the domain, the hosting account or the site itself**
  Ask: "If we part ways, what do I walk away with?" The answer should be everything, with logins.
- [ ] **"Unlimited pages" or "unlimited revisions"**
  Nobody delivers unlimited anything at a fixed price. The pages will be thin or the relationship will sour.
- [ ] **No mention of who writes the words**
  The usual reason a cheap site takes nine months and still has placeholder text on the About page.
- [ ] **A low build price tied to a long monthly contract**
  $0 up front and $199 a month for 36 months is a $7,164 site you don't own. Do the multiplication.
- [ ] **No training and no handover**
  You should be able to change a price or a phone number yourself after one hour of training.
- [ ] **Guaranteed Google rankings**
  Nobody can guarantee rankings. Anyone who does is either guessing or planning to rank you for your own name.

A worked example: JOGO's typical build

Our standard 8-page WordPress build is **$4,400 + GST**, 25% deposit to start. Here's what it includes, so you can compare any quote line by line.

Included	What it means in practice
Planning call and sitemap	One hour on what the site is for and which 8 pages earn their place. Usually Home, About, 3 to 4 service pages, Reviews or Projects, Contact.
Copywriting	We write the pages from a questionnaire and a call; you edit. No blank page.
Design and build	Custom layout on WordPress, your colours and logo, mobile first. No bought theme.
Stock images	Chosen and licensed where real photos don't exist yet. Easy to swap after a shoot.
Basic SEO setup	Page titles and descriptions, Search Console and GA4 connected, Google Business Profile linked, redirects from the old site.
Enquiry tracking	Forms and phone clicks counted in GA4, so the Door 3 tracker has real numbers.
Training	One hour, recorded, on editing text, images and prices yourself.
Not included	Photography, extra pages, e-commerce, custom integrations, logo design. Quoted separately so you can see them.

What to budget: a one-page worksheet

Fill this in before you ask for quotes, so you budget for the year after the build, not just the build.

One-off costs (year 1)	Your estimate
Website build or refresh (pick a band from page 1)	$
Copywriting, if not included	$
Photography (half day)	$
Integrations and migration: booking, CRM, payments, tracking, redirects	$
Total one-off	**$**

Ongoing costs (per year)	Your estimate
Domain	$
Hosting (or included in support)	$
Support and maintenance (monthly x 12)	$
Business email (users x monthly x 12)	$
Plugin and theme licences	$
Booking or CRM software (monthly x 12)	$
Total ongoing per year	**$**

Year 1 total (one-off + ongoing)	**$**

A SANITY CHECK

Divide the year 1 total by your average job value. If a $7,000 year needs 14 jobs at $500, that's about one extra job a month, a realistic ask of a site built properly. If it needs five extra jobs a month, the budget is too high for the business, or the problem isn't the website.

Timing. A small agency build takes six to eight weeks, and the slow part is always content. Confirm in January, write in February, launch in March. Confirm in March and you launch in May.

Want a fixed quote, not a band?

Thirty minutes with Ming and you leave with a number and a page list. Door 24: 10% off builds confirmed by 28 February 2027.

tidycal.com/ming/lets-jogo