

FOR US SMALL BUSINESS OWNERS

The 2026 Small Business Website Pricing Guide

Why is one website quote \$500 and another \$10,000?

Market rates, hidden costs, and the 7 questions to ask before you sign — everything you need to avoid overpaying, in one guide.

WHAT'S INSIDE

- The 3 real reasons website quotes vary 20x
- 2026 US market rate table for website builds
- Hidden costs that rarely appear on quotes
- 7 questions to ask before signing any contract
- ZOE LUMOS's full public price list (nothing hidden)

— Why website quotes vary so much

The same "one website" can be quoted at a 20x difference because these three things differ. Compare quotes on these three factors first — not on price.

Factor	What changes
① Scope & features	Page count, booking/ordering, e-commerce (payments), bilingual support, and who writes the content. A 5-page brochure site and a store that takes payments are entirely different projects.
② How it's built	Dropped into a template, or designed around your specific business. Mobile optimization and loading speed are decided here. Most of your customers are on their phones — a slow mobile site might as well not exist.
③ What happens after launch	Who handles hosting, security, backups, and edit requests — and at what price. Half the true cost comes after the site is built. "Build and disappear" shops look cheap until every small edit starts billing by the hour.

— Hidden costs that rarely appear on quotes

- **Domain** — roughly \$12–20/year. It must be registered **in your name**.
- **Hosting** — \$10–50/month. If it's in the vendor's name, your site can be held hostage later.
- **SSL certificate** — free is the standard now. Be suspicious of anyone charging for it.
- **Premium plugin/theme licenses** — \$50–300/year. Confirm who pays renewals.
- **Edit fees** — get the included revision count and the overage hourly rate in writing.
- **Photos & content** — who prepares and enters menus, prices, and photos changes both timeline and cost.

— The most common mistake

Riskier than picking the cheapest quote is **not confirming ownership**. If the domain, hosting, and code are in the vendor's name, a falling-out can cost you the site, your Google rankings, and your review links all at once.

Whoever you hire, get it in writing: "Do I own 100% of the domain and code? Can I take it anywhere, anytime?"

— 2026 US market rates

Typical ranges for US small businesses. Individual vendors vary, but a quote far outside these ranges deserves an explanation.

Approach	Typical cost	Trade-offs
DIY builders (Wix · Squarespace · GoDaddy)	\$16–50/mo + your time	Cheapest on paper, but you build and maintain it yourself. Bilingual layouts, local SEO, and speed optimization are hard — and the subscription never ends.
Freelancer	\$500 – \$3,000	The widest quality variance per dollar. Vanishing after launch is common — always confirm the maintenance plan.
Small agency	\$2,000 – \$10,000	Design, build, and maintenance under one roof. Few, however, understand bilingual Korean/English content or channels like KakaoTalk.
Large agency	\$10,000+	Full brand-strategy projects. Usually more than a small business needs.

— What your industry actually needs

Business type	Must-have features
Restaurant · Cafe	Mobile menu, Google Maps/reviews integration, online ordering or reservations, photo-first design
Nails · Beauty · Spa	Online booking (with no-show policy), service price list, review-request links
Cleaners · Repair · Services	Hours, location, pricing, contact form, a "text us instead of calling" button
Wholesale · B2B	Product catalog, quote-request form, company credibility pages, English content
Online store (D2C)	Payments & shipping (Shopify etc.), product management, email marketing hookup

Comparison tip: ask every vendor "what matters most for my type of business?" If their answer doesn't resemble this table, they don't know your industry.

— ZOE LUMOS public price list

Here is our entire price list, published as your comparison baseline. Almost no one in this niche publishes prices — ask them why not.

One-time build	Price	Scope
Basic	\$500 – \$800	Up to 5 pages · mobile responsive · basic SEO · contact form (1–2 weeks)
Standard	\$1,100 – \$1,500	6–15 pages · custom design · bilingual Korean/English · local SEO (2–3 weeks)
Store	\$1,800 – \$2,400	Shopify / e-commerce · products & checkout · ordering or booking (2–4 weeks)
Custom	Quote	Web applications · multi-location · complex integrations

Monthly care plan	Price	Includes
Basic	\$49/mo	Hosting + SSL · security & backups · uptime monitoring (no content edits)
Care	\$89/mo	Basic + 30 min edits/mo + monthly report
Grow	\$199/mo	Care + 2 hrs edits/mo + GA4 report + SEO monitoring + Google Business Profile management
Scale	\$499/mo	Grow + 4 content pieces/mo + local SEO + review management + quarterly strategy session

STANDARD ON EVERY PROJECT

- **Two revision rounds** included in every phase
- Domain, hosting, and code are **100% yours** — transferable anytime
- Monthly plans **cancel anytime** — service runs through the paid month, no further billing
- Replies **within one business day** (email · KakaoTalk)
- A 12-month care-plan commitment **waives the build setup fee**

— 7 questions to ask before you sign

Whoever you hire — even if it isn't us — get written answers to these seven.

☐ **1. Do I own 100% of the domain and code?**

If they're in the vendor's name, you can lose the site when the contract ends. The single most important question.

☐ **2. How many revisions are included, and what does an extra one cost?**

"Unlimited revisions" is almost always an exaggeration. Get the count and the hourly overage rate in numbers.

☐ **3. What is my total monthly cost after launch?**

Ask for one number: hosting + domain + licenses + maintenance combined.

☐ **4. Does it load in under 3 seconds on a phone?**

Most customers are on mobile. Open the vendor's past work on your own phone.

☐ **5. Is basic SEO included so Google can find me?**

Without titles, descriptions, Maps integration, and speed work, you've bought a pretty flyer.

☐ **6. Is Korean/English properly supported?**

Bolting on a translator widget is not bilingual design. Serving both Korean and American customers requires the real thing.

☐ **7. When something breaks after launch, who fixes it — and how fast?**

Confirm the response time (e.g., one business day) and maintenance terms.

WALK AWAY FROM

- Vendors who never publish prices and insist on "quote after consultation" only
- Vendors who register your domain or hosting in their own name
- Vendors who work without a written contract
- Anyone promising "guaranteed #1 on Google"

— Next steps

This guide lets you compare any vendor fairly. If you'd like to talk with us:

Free tool	Where
1-minute cost estimator	Pick your industry and page count — get an instant estimate. zoelumos.com/tools/website-cost-estimator
Free website audit	See your current site's speed and SEO health, free. zoelumos.com/audit
Public price list (live)	The prices in this guide are kept current on the web. zoelumos.com/pricing

— About ZOE LUMOS

- Based in Fort Lee, NJ — serving **all 50 states** remotely
- Fully **bilingual English/Korean**, from consultation to the finished site
- Specialists in **Korean-American businesses** — restaurants, nails, cleaners, wholesale
- Website + Google Maps/reviews + KakaoTalk Channel + booking/ordering, all in one place
- An engineering team that also builds AWS cloud architecture and iOS apps

FREE CONSULTATION — NO PRESSURE, ENGLISH OR KOREAN

info@zoelumos.com

KakaoTalk: **pf.kakao.com/_xhxdxmlX**

Estimates are free, and a consultation creates no obligation.
Final quotes are confirmed in writing after a free consultation.