Building a website may seem like a simple project at first, but it may not always be the case. If you want a secure, professional website for your organization, it will be more than just a few webpages with words, buttons, and graphics – and may cost you as high as $30,000 to $50,000. This cost includes the agency’s time in designing and programming customized web pages, writing and editing content, selecting and purchasing images, finalizing with testing and optimizing, all while ensuring that the website is secure from attackers.

For small businesses, it is not uncommon to be unable to afford such highly priced website projects. However, even with modest budget, you can still get a professionally-designed website by avoiding some unintentional costs. Here are some ways to go about it.

## Use an Existing Theme

One of the basic steps to control your website cost is to use an existing theme instead of making customized web pages. This reduces the time of the web developer to a great extent, as they don’t need to create and design the website’s overall look, thus reducing the cost of the overall project. Whatever website platform you are using, such as Wordpress or Wix or any other, there are many free and paid themes built by web design companies for you to choose from.

To keep costs even lower, one can choose a free template. However, you can also buy at a nominal price from marketplaces such as Theme Forest, Elegant Themes, Template Monster, etc.

## Keep Fewer Website Pages

Reducing the number of pages of your website will reduce the time spent on selecting and adjusting images, writing copy, and populating the page. When planning your website’s structure, keep only the most important pages. You can redesign your website and include more pages in future. For now, include your Home page, About Us, Projects/Services/Products, Contact Us, and FAQs. In case you are an online retailer, you also have to include additional pages such as customer checkout, payment [information](http://www.cardzgroup.com/BankCards.html), and billing address.

## Use Existing Original Images or Free Stock Photography

Many websites use stock photography as it is professional and saves time. However, stock photography costs money, especially from professional photographers. There are some websites though, that offer limited free stock photos and can help you avoid spending on images. However, the variety is not much, and you may find the same free images circulating on different websites.

Another option is to use your own existing photos. It is a better option because it not only saves money, but also adds an authenticity factor to your website and makes your organization look more real.

## Reuse Your Existing Content

If your organization has been around for a while, it is quite likely that you have a website already. It may be outdated and not optimized for mobile, but it still has written content that you can reuse. Repurposing your content and written copy that you already created can save you a large amount of time and money.

It is amazing how only a new design of your website can make old content look fresh again.

## Do Some Inhouse Website Work

Only because you are hiring a third-party to create a website for you does not mean that they should be doing everything. Even if you have no developers in hand, you can still do some inhouse work before handling the website to a web development agency. This may not seem much at first but it will save a lot of agency’s time and in turn save you huge costs.

Some of the work you can do is writing website content, gathering photos, and building out basic webpages using modern platforms such as Wordpress.

## Avoid Too Many Cooks in the Kitchen

Including too many stakeholders in the entire process can case you extra costs. As each stakeholder comes up with their own opinion and scrutiny of the process. This can lead to trouble in reaching a consensus. As each stakeholder offers their own judgement, more time and eventually more costs shall be incurred during the process. It is better to include only the relevant people while planning the design and content of your website.

## Keeping it Simple

It is easy and tempting to think of different ways to show your company’s value and achievements on your website. Every business wishes to have tons of content, videos, and attractive pages on their website. However, these come with additional costs and are not necessarily what you need to attract customers.

Keeping the website simple can save the time and money spent on development while allowing you to effectively deliver your message to the customer. Not only that, it also saves future costs that you have to incur in the form of regular website maintenance.