

Ever wonder how a graphic designer prices a website?

“When it comes to WEBSITES, Size Matters”

So do special effects. They both have a great influence on **price.**

Investing in a website with slide shows, a gallery or an interactive blog will cost more than a website without any special effects. Special effects add to the price because of the technical know-how required to implement them, but they add a ‘wow’ factor to your site that attracts visitors and makes the site fun to use.

A large website might include 24 web pages or more, whereas a small one might be 5 to 10. Smaller yet, or what I call a **micro site**, might only be 2 or 3 web pages. The larger the website, the more time it will take the designer to create – and time is money.

The size of a website and the use of special effects are key in determining price, but just as important are the more abstract elements such as **artistic talent** and years of **experience**. Add these to this mix and you can see that it is quite a juggling act to come up with a fair price.

And that is the ultimate goal when preparing a quote – to arrive at a fair price where the client receives exceptional design for a price that they can afford.

Small or large, special effects or not, the **quality** of your website should never be compromised.

Biznik: Social Networking For Small Businesses!

I recently found an online business network that appeals to me called, biznik. It is targeted at entrepreneurs, plus small and medium sized businesses. There are endless ‘groups’ that you can join and I’m hoping to glean tips and tricks about web design from other professionals in the business.

If you’re curious about biznik for yourself, go to <http://biznik.com> and have a look around at their features. You won’t find too much on Atkinson Graphics yet, but stay tuned... I’m just getting started.

Need a website? Your current website isn’t working for you? Contact me to receive a custom designed site for a price that you can afford.

If you are the **sole proprietor** of your business, ask about **MICRO-SITES**.