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# WEBSITE COSTS

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# STARTING A SITE?

There are some costs you need to keep in mind when creating a new website, costs you will have to pay annually or periodically except the cost of building a website.

Here is a small list of standard costs that having a website entails.



# HOSTING AND DOMAIN

You will need to host your website on a web server so that your site "runs", along with a domain name which will be the address of your website.

## 01

### HOSTING **MANDATORY**

Based on your website's requirements and traffic, you will either need a shared or a VPS hosting space, paid annually.

## 02

### DOMAIN NAME **MANDATORY**

The address of your website, you can have multiple domains and you will have to renew them either annually or for as many years as you like

## 03

### SSL CERTIFICATE **OPTIONAL**

Either for e-shops or for better SEO on your site, having an SSL certificate will be good, renewed annually.



## THEME

### MANDATORY

You will need a license for a theme for your WP site which you should renew annually for updates



## PLUGINS

### MANDATORY

You will need plugins for extra functionality for your site, licenses of which you need to renew annually for updates



## EMAIL

### OPTIONAL

If you want a robust and premium email service for your site except the server-specific offerings, you will need to renew it annually

# LICENSES AND EMAIL

# WHAT IF I DON'T RENEW OR HAVE LICENSE?

YOUR WEBSITE'S  
UPDATES ARE  
CRUCIAL, YOUR  
WEBSITE WILL  
BECOME UNSTABLE  
AND PRONE TO  
HACKING



If you don't renew your hosting plan, your website and email will stop working and after some time, you will lose all your data. If you don't renew your domain, someone else will grab it and you will not be able to get it back...

# INVEST MORE

There are always more things you can invest on for your website and online presence

## 01

### CDN FOR SPEED

OPTIONAL

subscribe to a CDN service for more uptime and better speed for your globally - accessed website

## 02

### ADVERTISING

OPTIONAL

You can budget and pay for online advertising such as Google's adwords or other online services.

## 03

### SOCIAL MEDIA

OPTIONAL

Invest to run your social media presence and also run social media ads for platforms that support it.

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# DON'T FORGET

99% OF INFORMATION AROUND A WEBSITE AND  
ONLINE PRESENCE ARE ALREADY ONLINE AND  
ACCESSIBLE

LEVERAGE THE POWER OF THE COMMUNITY

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# THANK YOU

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