

The Sitemason Estimate Guide is meant only as a general guide for website development and not as an accurate predictor of a specific project. It does not take into account parts of a project outside of development that are often done in parallel to a website such as marketing materials, an SEO campaign, social media services, etc.

Project Overhead:

Due Diligence and Estimate - 1-2hrs
Meetings and Communication - 2-4hrs
Communication with Outsourcers - 2-4hrs
Account Setup - 1hr
Page Creation and Configuration - 1-2hrs

Design:

Though not a development task, a good rule of thumb is that design time generally ends up being about the same amount of hours as development. So for an average website, you can expect development hours to be in the same ballpark as you spend in design.

Front End Development (HTML/CSS/Javascript):

Basic Website with 2-3 Layouts - 10-20hrs
Intermediate Website with Custom Javascript - 20-40hrs
Complex Website with Multiple Layouts and Javascript Apps - 40-80hrs

Development:

Shell Template - 2hrs
Home - 3-5hrs (usually includes slider)
Interior - 1-3hrs
Slider/Rotator - 2hrs
Custom Headers per Page - 2hrs
News/Blog List - 2hrs
News/Blog Detail - 1hr
Gallery List - 2-4hrs
Gallery Detail - 1hr
Calendar Grid Custom - 6hrs
Calendar Grid Re-style - 2hrs
Calendar List - 2hrs
Calendar Detail - 1hr
Calendar Mini - 4hrs
Form Basic - 1-2hrs
Form Commerce - 3-5hrs
Form Complex Commerce - 12-15hrs

Development (Cont.):

Custom List - 2-4hrs

Custom Detail - 1-2hrs

Custom Interface - 2-4hrs per (ex: redoing a list tool interface as a staff directory or dinner menu)

Custom Interface + Custom Records - 6-10hrs (ex: sub-items like children of parents in a directory, or ingredients in a menu item)

Revisions Basic - 2hrs

Revisions Complex - 8hrs

Take-Live - 1-2hrs

Mobile:

Responsive Basic - 8-10hrs

Responsive w/ content changes - 14-18hrs

Mobile template - 10-20hrs

Additional Features:

Video - 2hrs

Interactive Custom Map - 8-12hrs

Google Maps Integration - 4-8hrs

Google Maps Searchable Integration - 12-16hrs

Overlay - 2hrs

Search Custom Results Page - 1-2hrs

Social Integrations - 1-3hrs per (ex: Twitter or Facebook feeds, Disqus Comments, Google Analytics)

Drop-down Navigation - 2hrs

Convert from Existing Site - 4-8hrs + 2hrs per layout

Data Import - 4-12hrs (ex: 4hrs for blog import, 8hrs for relational data import, 12hrs+ for entire site import)

Custom Integrations - 15-20hrs per (ex: third party software, recurring upload/import script)

Support Outdated Browsers - 2-4hrs (ex: necessary support for IE7)

Store:

Store setup with FoxyCart - 4hrs (includes FoxyCart account setup and configuration)

Merchant ID/Gateway Setup - 2hrs

Store Landing - 2-4hrs

Store List - 2-4hrs

Store Detail - 2-4hrs

Store Integrations - 15-20hrs per (ex: Inventory sync, Send orders to a distributor, etc)

Custom Checkout Page - 3-6hrs (ex: add custom fields, redo FoxyCart default layout)

Custom Email Receipt - 2hrs

Shipping Integration - 2hrs (ex: integrating a FedEx account with negotiated shipping rates)

Shipping Rules - 2-4hrs (ex: shipping costs based on weight or dimensions of a product)

Tax Rules - 2-4hrs (ex: tax liability in multiple states, requirement for international tax collection, etc)

Downloadable Products - 4-8hrs

Subscription Products - 3-5hrs

Discounts - 1-2hrs

Coupons - 2-4hrs (for FoxyCart, if using existing coupons provider, refer to as Store Integration)

Custom Products 4-6hrs (ex: ability to add variables not present in normal products or charge a custom amount not based on a product)