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Cost Element	Description	Consider When	Estimated Cost Range	Include? (Yes/No)
Domain Name	Annual cost of registering your website's domain name.	You need a unique web address for your site.	$10 - $50/year	
Web Hosting	Monthly or yearly cost for hosting your site on the web.	Your site requires a server to be accessible online.	$3 - $150+/month	
Premium Theme	One-time purchase of a premium WordPress theme.	You need advanced design and customization options beyond free themes.	$30 - $100 (one-time)	
Custom Theme Design	Cost of a custom-built theme tailored to your brand.	You want a unique look and feel that isn't available in pre-made themes.	$500 - $5,000+	
Free Plugins	Adding basic functionality with free WordPress plugins.	You need simple features like contact forms, SEO, or social sharing.	$0	
Premium Plugins	Purchasing advanced plugins for added functionality.	You require specialized features like e-commerce, memberships, or advanced SEO tools.	$20 - $200/year	
Custom Plugin Development	Creating a custom plugin to add unique functionality.	Your site needs specific features that are not available through existing plugins.	$500 - $5,000+	
Initial Content Setup	Setting up the initial content on the website (pages, blog posts, images).	You have a lot of content that needs to be organized and uploaded to your site.	$100 - $1,000	
Ongoing Content Management	Regular updates and management of website content.	You plan to frequently update your website with new content.	$50 - $300/month	
Custom Development	Developing custom functionality or integrations.	You need unique features or complex integrations not covered by standard plugins.	$1,000 - $10,000+	
E-commerce Setup	Implementing an online store with payment gateways, product pages, etc.	You are selling products or services directly from your website.	$2,000 - $20,000+	
Basic SEO Setup	Initial SEO configuration to optimize for search engines.	You want to improve your website's visibility in search engines from the start.	$200 - $1,000	
Ongoing SEO Services	Continuous SEO work to maintain and improve search rankings.	You aim for long-term growth in organic search traffic.	$500 - $5,000+/month	
Marketing Integrations	Connecting the website to marketing tools (e.g., email marketing, CRM).	You plan to run email campaigns, track leads, or integrate with other marketing systems.	$500 - $3,000+	
Ongoing Maintenance	Regular site updates, backups, and security checks.	You want to ensure your website remains secure and up-to-date.	$50 - $300+/month	
Technical Support	Hourly support for troubleshooting and technical issues.	You anticipate needing help with technical problems or updates.	$50 - $150/hour	
Advanced Security Measures	Implementing additional security beyond standard plugins.	Your site handles sensitive data or requires a higher level of security (e.g., e-commerce, membership).	$100 - $1,000+	
High-Traffic Hosting	Upgrading to VPS or dedicated hosting for high-traffic sites.	Your website is expected to have a high volume of visitors or resource-intensive applications.	$20 - $150+/month	
Content Migration	Moving content from an old site to the new WordPress site.	You are transitioning from another CMS or website platform and need to retain existing content.	$200 - $2,000+	
Custom User Experience (UX) Design	Crafting a unique, user-friendly interface for the site.	You want to ensure the best possible user experience tailored to your audience.	$1,000 - $5,000+	
Multilingual Support	Adding multilingual capabilities to the website.	You need to serve content in multiple languages for a diverse audience.	$500 - $3,000+	
Performance Optimization	Enhancing site speed and performance through technical tweaks.	Your site has complex functionality or needs to meet high-speed performance benchmarks.	$200 - $2,000+	
Mobile Optimization	Ensuring the website is fully responsive and optimized for mobile devices.	You want to cater to a large number of mobile users.	$300 - $2,000+	
Legal Compliance (e.g., GDPR)	Implementing features to ensure compliance with regulations.	Your website collects user data or operates in regions with strict data protection laws.	$500 - $5,000+	