





DOWNLOADABLE GUIDE | 2026 EDITION

Nobody in this industry likes talking about money, so most agencies hide behind "it depends" and most buyers walk into their first quote blind. This guide is our attempt to fix that, so when quotes arrive you can read them like someone who has bought websites before.

Fixed

every quote agreed in writing before
any work starts

From £4,000

where our website projects generally
begin

15–25%

of build cost, a sensible annual
running budget

Why we quote fixed, and why we scope first

Every Clickingmad quote is a fixed figure, agreed in writing before any work starts, and it does not move unless the scope does. The price of that promise is that we scope properly first, which is why we will always ask questions before we name a number. Be suspicious of anyone who quotes without asking. They are either guessing, or planning to make the difference up later.

To set expectations honestly: our website projects generally start from around £4,000. Below that level we will happily tell you that a carefully built template solution is the better answer, and point you towards one. Beyond that starting point, the number depends on the four things below, which is exactly what the scoping conversation works out.

What actually drives the cost

Four things move the number more than anything else. The first is content: who writes it, how much exists already, and how much has to be created from scratch. Content is the most commonly underestimated line in any web budget and the most common reason launches slip. The second is design, specifically whether you need a custom design or a well-executed adaptation of an existing pattern. The third is integrations, because every system your site has to talk to, from a CRM to a stock system to a payment provider, adds build and testing time. The fourth is the number of decision-makers on your side, which sounds flippant and is not. Every additional approver adds rounds of amends, and rounds of amends are time.

What cheap buys you

A bargain website is not a smaller version of a properly built one. It is a different product. It usually means a template nobody adapted, stock content that ranks for nothing, hosting you share with a thousand strangers, and nobody answering the phone in month six. We regularly quote to rebuild sites that were cheap eighteen months earlier. Paying twice is the most expensive way to buy a website.

The costs that continue after launch

A website is not a one-off purchase. Budget for hosting, for support and maintenance, and for whatever marketing the site needs to earn its keep, whether that is SEO, paid search or content. A reasonable rule of thumb is to plan an annual running budget of fifteen to twenty-five percent of whatever the build cost, and to treat any proposal that never mentions running costs as incomplete, because those costs arrive whether or not anyone warned you about them.

How to hold any agency to a number

Ask for a fixed quote in writing before work starts, with the scope described in words you understand. Ask what happens to the price if the scope changes, and expect the answer to be a conversation rather than an invoice. Ask what is excluded. Our own answer to all three is simple: a fixed number agreed up front, and if the scope changes, we tell you, you decide, and we agree the new number. That is not generosity. It is how the industry should work.

Want a number for your actual project?

Fifteen minutes on the phone is usually enough for us to give you an honest bracket, and the fixed quote that follows does not move unless the scope does.

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