
The 6 Hidden Costs Of A Website

And How To Minimize Them

[Cheat Sheet]

The 6 Hidden Costs Of A Website

And How To Minimize Them

1. Images

\$\$\$

HIRE A PHOTOGRAPHER

The best, most effective and on-brand option.

\$\$-\$

USE STOCK PHOTOS

[Adobe](#) has a great selection and a low price point per image.

FREE

FIND FREE IMAGES

Use sites like [Pixabay](#) or [Pexels](#) for fantastic quality photos.

2. Plugins

\$\$

CUSTOM-DEVELOPED WEB FUNCTIONS

Sometimes hiring a developer is the best tool for the job.

\$

PRO VERSIONS OF PLUGINS

Usually subscription-based, so budget \$9-120.

FREE

LIMITED SERVICE PLUGIN OPTIONS

Most pro versions have FREE versions, although customizations and functionality are usually limited.

3. Icons

\$\$

CUSTOM-DESIGNED ICONS

The best on-brand option if your design relies on graphics.

\$

PRE-MADE ICON PACKS

Browse [Creative Market](#) for inexpensive, pre-made icon packs.

FREE

FREE ICONS

It may take some searching, but sites like [Vecteezy](#) or [Freepik](#) are the way to go.

4. Copy

\$\$\$-\$\$

HIRE A PRO

The best on-brand option, hands down.

\$-\$\$

TRAIN YOUR IN-HOUSE TALENT

Try investing in online learning with [Skillshare](#), [Lynda.com](#), [MediaBistro](#), [ADMA](#), [Successworks](#), and more.

\$

FIVERR

Emergencies only. Commodified creative services are risky (you get what you pay for) but [Fiverr](#) can work in a pinch.

5. Email Capture

\$\$

HIRE A PRO

A must if you want to convert users and grow your lead-base.

\$

DIY TOOLS

[ConvertKit](#) or [Active Campaign](#) starts at around \$50/mo.

FREE

LIMITED SERVICE OPTIONS

Get the basics with a free [Mailchimp](#) account. A good option if you are just starting out with less than 2,000 subscribers.

6. Website Backups

\$\$

BUY A MAINTENANCE PACKAGE

An excellent option if you have a trusted team on retainer. Keep your site secure, updated, and always looking fresh.

\$

CLOUD UPLOAD PLUGIN SERVICES

Try [UpdraftPlus](#) or [Backup Buddy](#) for \$40-70/yr.

FREE

LIMITED SERVICE PLUGIN OPTIONS

Try [Backup WordPress](#), [Duplicator](#), or [UpDraftPlus](#) for free.

Free Your Time & Budget So You Can Focus On Growing Your Business

Join me in your inbox for additional resources + access to the Secret Library