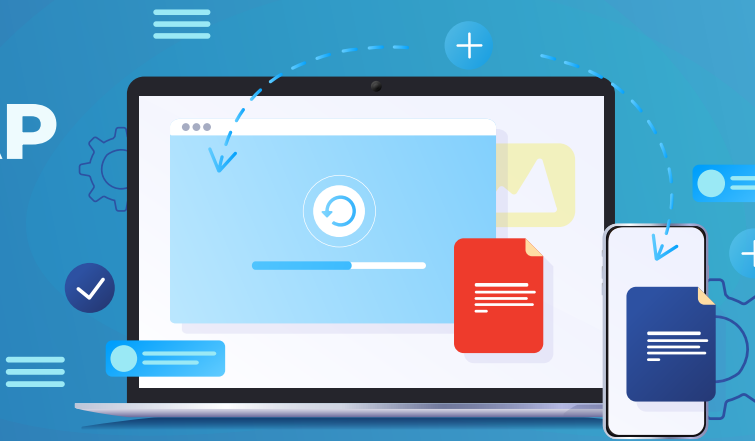


11 DIFFERENCES BETWEEN A CHEAP WEBSITE AND AN AFFORDABLE WEBSITE



CHEAP		AFFORDABLE
1 OWNERSHIP		
You don't own the website, they do and you're just renting it.		You own it and can transfer your website to any hosting provider you want.
2 DESIGN CAPABILITIES		
Known as a cookie-cutter website with limited design. You have to fit it, it won't fit you.		Known as a customizable templated website with more design flexibility. It can fit your needs as you build it out.
3 MOBILE RESPONSIVENESS		
Usually an upcharge		Should be included
4 FUNCTIONALITY		
Necessary integrations are usually an upcharge because they're either an afterthought or they purposely lowballed the price to get your business.		Everything needed should be included because it was planned out accordingly during the onboarding & goal setting process.
5 COPYWRITING		
You provide all the content.		They either update your content to improve it or have their copywriters create new content for you that you can revise.
6 GROWTH		
Very difficult to build out because of the lack of flexibility.		Easier to build out because it's set up with growth, SEO, and marketing in mind.
7 COMPETITIVE RESEARCH		
None		Should be included
8 MAINTENANCE		
You will have to pay them to do it, this is how they make their money.		You can do it on your own or pay any web designer you want to do it.
9 TURNAROUND		
It will get done on their time.		You will have a schedule with milestones.
10 STORAGE		
Limited storage and bandwidth		Usually unlimited storage and bandwidth
11 TRAINING AND SUPPORT		
None		Should be included