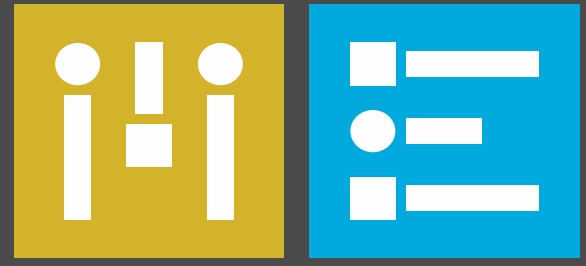


WooCommerce Website Pricing Guide



Mode Effect
WooCommerce Development

Thanks for downloading this WooCommerce Website Pricing Guide. Here you'll find all of the foundations items you'll need as a store owner to start the journey towards building a profitable e-Commerce store.

Starting Items

- Domain - \$10 (a year)**
Godaddy, Namecheap, etc.

- WordPress / WooCommerce Theme - \$20 - 100 (one time or yearly)**
Woocommerce, Elegant Themes, etc

- Website Hosting - \$10 - 100 (per month)**
Godaddy (shared), WP Engine, etc

(See our article on WooCommerce hosting recommendations)

- Security / SSL Certificate - \$50+ (yearly)**
You can get this with your website host

WooCommerce Extensions

Below are a few crucial extensions every WooCommerce site should be running.

- Credit card purchasing - Free**
Stripe, PayPal, Amazon, etc. You'll need to be sure you have an account for either of the credit card services. In most cases, it should be free to set up, but you'll be charged an industry standard 2.9% fee.

- Shipping - \$79+ (yearly)**
UPS, USPS, FedEx, etc.

Marketing Extensions

This is a broad topic so we'll just cover the foundational pieces here. If you have further questions on the best way to go about marketing your WooCommerce store, please see our guide to effectively marketing your online store.

- E-mail marketing - (from \$49 yearly)**
Mailchimp, Constant Contact, etc

- Cart-abandonment - (from \$50 per month)**
Recommendations: CartHook, etc

- SEO - (from \$49 yearly)**
Recommendations: Yoast, All in One SEO, etc

Security Recommendations

If you're running your WooCommerce site on a shared host (Godaddy, Bluehost, etc) you definitely need to add on security to avoid any hacks to your website.

- Malware protection - (\$299 yearly)**
Recommendations: Sucuri, Sitelock, etc.

These items should bring you to a great starting point for your WooCommerce website. Then all you have to do is launch and go make sales! Easier said than done right? To be honest I don't envy your spot. It's hard work being a business owner and being responsible for your success. One of the best skills a business owner can have is the ability to scale their efforts. This is why having a technical partner for your business is so crucial.

WooCommerce Cost Recap

Since we've taken a good look through the items any store owner needs to launch their business on WooCommerce let's go through a quick recap of the costs to expect for launching your online store. These calculations are based on median pricing and a conservative approach to launching your store.

Up-front / Annual Costs

Domain \$10

Theme \$60 (median)

Hosting \$350

SSL Certificate \$50

Extensions \$2000

Credit Card (%) \$500

Security \$300

Total \$1,500 (per year)

Congratulations on taking the first step in building a successful and profitable WooCommerce store. We'd love to be of further help to you. If you're interested in getting in touch with us please schedule a time for us to get together and discuss your business goals here:

<https://modeeffect.com/meeting-schedule/>



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