

FREE BUYER'S KIT · 2026

THE SMALL BUSINESS WEBSITE BUYER'S KIT

What a website should actually cost, what you must own, and the questions that separate a good studio from an expensive one.

This is not a guide to building a website. It is a guide to *buying* one without getting burned. If you want to build it yourself, close this and go to Webflow. If someone is about to quote you, read on.

DO YOU ACTUALLY NEED A NEW WEBSITE?

Most people redesign for the wrong reason. Answer these honestly. If you say no to all five, you do not need a new site, you need traffic, and that is a different invoice.

Do people find it and then leave? If they never arrive, the site is not the problem.

Does it look worse than the competitor you lose to? Open both on a phone, side by side. Be honest.

Can a customer do the one thing you need in under 15 seconds? Call, book, order. If not, that is a real cost.

Are you embarrassed to send the link? That instinct is usually right and usually expensive.

Can you change a price or a photo yourself, today? If you have to email someone and wait, you do not own it.

WHAT A SMALL BUSINESS WEBSITE COSTS IN 2026

Real bands, not brochure numbers. The price is not the point. What you get and what you keep is the point.

ROUTE	TYPICAL PRICE	WHAT YOU ACTUALLY GET	THE CATCH
DIY builder	\$0 to \$40/mo	A template you fill in yourself	Your weekends. And it looks like the template.
Freelancer	\$500 to \$3,000	One person, one site, variable quality	Bus factor of one. Slow when they get busy.
Small studio	\$3,000 to \$15,000	Design plus build, usually 4 to 10 weeks	You pay for the process, not just the site.
Agency	\$15,000 to \$60,000+	Strategy decks, a team, a timeline	Juniors do the work. Months pass.
DappaSol Overnight	\$399 flat	Live in 24 hours or it is free	It is a sharp marketing site, not a custom app.

Our full ladder, so you can place yourself: Overnight \$399 · Engine from \$699 if it must book jobs for you · Storefront from \$1,500 to sell online · Flagship from \$3,000 for the cinematic version people screenshot.

SIX THINGS YOU MUST OWN, OR WALK

This is the part that costs people years. Not the design. The ownership.

- The domain, in your own registrar account.** Not theirs. This is the single most common hostage.
- The code, or full export.** If you cannot take it elsewhere, you are renting.
- The hosting login.** You should be able to fire them on a Tuesday and still be online Wednesday.
- Analytics, in your account.** Your traffic data is yours. It is also leverage.
- The content and photos, in original resolution.** Not just as they appear on the site.
- The right to leave with no penalty.** If leaving costs you the site, it was never yours.

The one-line test: ask "if I stop paying you next month, what happens to my website?" The answer tells you everything. A good answer is "it keeps running, you own it, we hand over the keys."

FIVE THINGS THAT SHOULD END THE CONVERSATION

- 1. The monthly trap.** "Only \$99/month, forever." Do the maths over three years. You will pay \$3,564 and own nothing at the end.
- 2. No code ownership.** If the contract does not say the code is yours, assume it is not. Ask for it in writing before you pay a deposit.
- 3. A vague timeline.** "Six to eight weeks" with no date attached means no date. Ask for a date and what happens if they miss it.
- 4. The deposit-then-silence pattern.** Money up front, then weeks of nothing. Ask how often you will see working software, not mockups.
- 5. They never say no.** A partner who agrees to everything is selling, not advising. The right answer to some briefs is "you do not need this."

EIGHT QUESTIONS TO ASK BEFORE YOU PAY

	What exactly do I own when we finish? Domain, code, hosting, content. Get it in writing.
	What date will it be live, and what happens if you miss it? A real answer has a date and a consequence.
	Who actually writes the code? The person in the meeting, or a junior you never meet?
	How many rounds of changes, and what do extras cost? "Unlimited until you love it" is a real answer. "One round" is a trap.
	Can I edit text and photos myself afterwards? If not, you have bought a dependency.
	What is it like on a five-year-old phone? That is what your customers are holding.
	What is NOT included? The most useful question on this page. Ask it last, watch closely.
	When do I pay? Paying only once you are happy is possible. We do it.

WHAT "FAST" HONESTLY MEANS

A marketing site is not a hard engineering problem. It has not been for years. When someone quotes eight weeks for a five-page site, you are not paying for difficulty, you are paying for their queue.

The parts that genuinely take time are the ones nobody bills for: deciding what the site should say, getting your photos, and getting your own sign-off. That is where the weeks actually go. If a studio does the writing and pulls your reviews for you, the build itself is a day.

What we do: the Overnight Site is \$399 flat and live in 24 hours or it is free. You lift zero fingers. We pull your reviews, write it, set it up. Unlimited changes until it is right, you only pay once you love it, and you own it outright.

WHEN YOU SHOULD NOT HIRE ANYONE

If you have ten hours, a simple business, and some patience, a builder template will get you a perfectly decent site for the price of a coffee subscription. Plenty of good businesses run on one. We will tell you that on a call rather than take your money.

Hire someone when the site has to do a job you cannot afford to get wrong: bring in calls, take bookings, sell, or make a serious buyer take you seriously. That is when the difference between a template and a built site shows up in revenue, not taste.

THE NEXT STEP

If you want, we will build a free mockup of your site so you can see it before deciding anything.

No deck, no discovery phase, no invoice. You look at it, and if you like it we make it live in 24 hours for \$399 flat. If you do not, you keep the mockup and we go away. That is the whole offer.

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Prices in this kit are our real, published prices and are on dappasol.com/pricing. The cost bands for other routes are honest market ranges as of 2026, not quotes. Your mileage will vary by scope.