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Where businesses fight for yours

Business Services Pricing Guide

Including web development, accounting,
printing, freelance writing, marketing & more

**This report will help small business owners and managers
understand typical prices for common business services.**



BUSINESS SERVICES PRICING GUIDE

Small business owners can use this guide to calculate the costs of:

1. Setting up a new business;
2. Expanding an existing business into a new industry and likely ROI;
3. Outsourcing key roles to external suppliers;

and help them make better informed decisions based on price.

The information gathered in this report was collated from over 26,000 quotes submitted between October 2007 and July 2009 on ServiceSeeking.com.au

How much does it cost to hire a Web Developer?

Web Development is an expense that many small businesses consider at some point in their business lifecycle. Web Developers can quote a fixed price for a project when the scope of works is known, but will also generally provide an hourly labour rate if requested by the customer.

Web Development, Design & Application Programming

Web Developers build websites, eCommerce systems and mobile phone applications. Web Designers are typically concerned with how a website looks and work with HTML & CSS.

The average quoted price for a simple website design job is \$1,302. Designers quote \$57.18 per hour on average.

For sites with eCommerce functionality, content management systems, or more advanced database backed applications, you will have to employ the services of a website or application programmer who can write the functional code. Programmers write in many different coding languages. PHP, .NET, JAVA, and C++ are examples of common programming languages.

All website jobs are different. Developers charge on average:

- **\$1,794 for a site with eCommerce facility like a shopping cart**
- **\$1,873 for a web application with simple interactive functionality**
- **\$2,890 for a website with Content Management System which allows you to modify and update your own content**
- **\$2,970 for a database backed application, which stores and presents information.**

Web programmers quote \$60.15 per hour on average, which is about 5% more than web designers.

The prices quoted on **ServiceSeeking.com.au** are typically lower than those sourced through other means due to a high percentage of freelancers quoting. Freelancers do not have the same operational overheads of agencies who offer the full suite of design, programming and marketing support. Agencies can charge tens of thousands of dollars for website development, though for most businesses, a simple site created by a freelancer would suffice.

Computer Repairs & Service

The full quoted price for a Computer Repair job is \$731.03, and repair specialists charge \$56.90 per hour on average.

Typical computer repairs involve damage to the actual hardware like broken screens or monitors, as well as issues related to software corruption, viruses and improving performance.

Project Management & Consulting

Specialist IT Managers typically charge a higher labour rate than other IT specialists.

Project Managers quoted an average hourly rate of \$66.11 and IT Consultants quoted \$84.44.

The rate charged by IT Consultants is highly dependent on the project requirements, as well as the skills and seniority of the professional in question.

How much does it cost to hire a Graphic Designer?

Most small businesses will contract the services of a Graphic Designer at some point in their life, particularly in the start-up phase to create company logos, design business cards & stationery, flyers, or signage.

Graphic Designers often price their services as a fixed price if the scope of work is known, or as an hourly rate.

General Graphic Design

The average full price quoted for general Graphic Design work is \$414.75 and average hourly rate quoted is \$60.20.

Typical jobs include design of advertising materials like logos, flyers, business cards or simple brochures, or simple tasks related to graphical elements on business websites. It can help to ask a designer to submit several different designs as part of a single quote or offer a specific number of revisions before extra charges are incurred.

Many Graphic Designers have special relationships with printing companies and can negotiate a discount rate on design and printing.

Photography & Re-touching

Graphic Designers and artists who specialise in Photography and Re-touching photographic images command a much higher hourly rate than standard Graphic Designers.

On average Photography specialists quote \$97.32 per hour and \$621.24 per job.

Jobs include product photography for catalogues and websites or advertisements. Designers who want to increase their margins might consider additional training in Photography & Re-touching, particularly Adobe Photoshop.

Stationery & Business Cards

One of the most common jobs requested of a Graphic Designer is for the design and print of Business Cards or Stationery.

The average quoted full price for Business Card or Stationery jobs is \$387.32.

Sometimes prices include both design and printing. Expect to pay a premium for higher quality stock (better quality paper or card) and for colour or double sided-printing.

Cartoons & Illustrations

Graphic Artists with a particular special skill set typically charge a higher rate than ordinary Graphic Designers.

The average quoted price for jobs involving the skills of a cartoonist, for example, is \$863.03 and average hourly rate quoted is \$98.18.

Typically, a business may commission a Cartoonist or Graphic Illustrator to design unique graphics for advertisements, brochures or catalogues.

How much does it cost to get some Business Printing done?

Most businesses use printed materials to advertise their businesses through flyers, brochures & catalogues, vehicle and shop-front signage or business cards & stationery.

These projects are usually priced according to volume, rather than an hourly labour rate. Some quotes for printing can also include design.

Brochures & Flyers

Many small businesses rely on local letter-box drops to spread the word about their business, especially household trades, estate agents or restaurants. Typically, the cost of a flyer printing project is related to the quantity required, the quality of the printing and the paper stock used. Expect to pay more for colour printing on thick, glossy paper.

The average full quoted rate for Brochure & Flyer printing is \$973.

Magazines & Catalogues

Many medium sized businesses print multi-page catalogues or magazines to showcase their goods and services. Catalogues can be several pages long and are often printed on high-quality stock in full colour to make a good impression.

The average full quoted rate for a Magazine or Catalogue print run is \$14,339.

Business Cards & Stationery

The majority of listings in this category are for custom stationery like branded letterheads, envelopes, or order pads.

The average full quoted price for Stationery projects is \$1,030.

How much does it cost to hire an Accountant or Bookkeeper cost?

Bookkeeping

Bookkeeping is generally priced according to an hourly labour rate, though can be quoted at a full rate if the scope of works is fixed.

Commonly, people want quarterly or monthly Bookkeeping services including the submission of BAS, PAYG tax and superannuation payments.

The average hourly rate for Bookkeeping work is \$44.79.

Tax Accounting

After Bookkeeping, preparation and lodgement of Tax Returns is probably the most commonly requested service for Accounting Professionals.

The average price quoted to prepare and lodge a tax return is \$503.33 and the average hourly rate quoted is \$98.58.

Other Accounting Services

Accountants can assist with other business services like company structure, tax strategy & planning, budget forecasting & actuarial advice, or audits. These projects typically require a more highly skilled accounting professional than simple tax or bookkeeping matters, and as such the average hourly rate quoted can be significantly higher.

How much does Outsourced Marketing cost?

Many small businesses outsource some or all of their marketing to professionals. Business managers should expect to pay a premium for Strategists, Creative Marketers & Branding Specialists and less for specialists in Research, Promotions or Public Relations.

Marketers charge in several different ways. For long-term relationships, many charge a fixed monthly retainer and guarantee a minimum amount of work for that amount. They can also charge a fixed fee for certain projects or by the hour.

Online Marketing

The most commonly requested marketing services on **ServiceSeeking.com.au** are for online marketing specialists. Typically, an online specialist can help with Search Engine Marketing, Direct Email Marketing, Affiliate Marketing, or Social Marketing on Facebook or Twitter.

Digital Marketing Specialists quote an average hourly rate of \$61.13 per hour. Search Engine Specialists quote \$59.44 whilst those with broader skills quote a slightly higher average rate of \$62.44.

How much does a Freelance Writer cost?

Small Businesses can often benefit by outsourcing writing & editing tasks to Freelance Professionals. Expert Writers can produce or proof read copy for sales presentations, customer letters, websites, brochures & catalogues.

The average full quoted price for a Writing or Editing Project is \$340 and specialists charge \$45 per hour on average for their time.

How much does Data Entry or Admin Support cost?

Many small businesses employ contract staff to ease the burden of day-to-day administration. Typically, office admin specialists charge by the hour and are generally employed on a contract basis.

The average quoted hourly rate for this type of work is \$43.37.

Professional Organisers and Personal Assistants charge a premium for their services, whilst support staff such as Data Entry operators charge much less.