

HOW TO BUDGET A WEB PROJECT CORRECTLY

6 questions every
marketing leader should ask.



WEBSTONE STUDIO
web platforms built to perform

1

WHAT BUSINESS OUTCOME AM I ACTUALLY PAYING FOR?

Not the number of pages.

Not the list of features.

What changes in your business after launch? More leads? Faster campaigns?

A team that moves independently?

The clearer you are about the outcome, the more accurate the budget - and the better the result.

*Start with the outcome.
Everything else follows.*

2

WHAT IS EXPLICITLY NOT INCLUDED IN THIS QUOTE?

Every proposal has a scope. Understanding what's outside it helps you plan the full picture.

Revisions. Testing. Hosting setup. Content migration. Training. Integrations.

Knowing this upfront means no surprises and a budget that actually reflects reality.

A complete picture at the start saves difficult conversations later.

3

WHO OWNS EVERYTHING WHEN IT'S DONE?

Source code. Domain. Hosting. Analytics.
Every account connected to the platform.
Getting this documented in the contract
gives you full control over your investment
now and in the future.
Full ownership means full freedom to grow,
change, or scale on your terms.

*Own it completely.
From day one.*

HOW ARE SCOPE CHANGES HANDLED AND WHAT DO THEY COST?

Every project evolves. New ideas appear.
Priorities shift.

A clear change process means you always
know the impact on timeline and budget
before a decision is made.

A well-written brief reduces changes. But
when they happen, a good process keeps
everything on track.

*Flexibility is healthy.
Clarity makes it work.*

WHAT DOES THIS PLATFORM COST TO RUN AFTER LAUNCH?

Hosting. Domain renewal. Security.
Licenses. Maintenance. Support.
Knowing these costs upfront lets you plan
an honest annual budget — not just a
project budget.
A platform that performs is also one you
can afford to maintain well.

*Budget for the full picture,
not just the launch.*

HOW WILL WE MEASURE SUCCESS AFTER LAUNCH?

A launch date is not a success metric.
Conversion rate. Lead quality. Campaign
speed. Team autonomy.
Define these before the build starts and
you'll know exactly what you're working
toward, and whether you got there.

*Clear goals before the build.
Honest results after.*

JURU'S NOTE:

I've seen well-funded projects fail and modest budgets outperform expectations. The difference was never the money.

IT WAS THE CLARITY ON BOTH SIDES OF THE TABLE.



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